

The Venom Site

STYLEBOOK, FIRST EDITION

WEBSITE:

WWW.THEVENOMSITE.COM

FACEBOOK:

<https://www.facebook.com/pages/TheVenomSite/309489510146>

TWITTER:

WWW.TWITTER.COM/THEVENOMSITE

TUMBLR:

THEVENOMSITE.TUMBLR.COM

REDDIT:

WWW.REDDIT.COM/R/THEVENOMSITE

FOREWORD

This stylebook is composed of materials and tutorials compiled by the editorial and administrative staff of The Venom Site and based on the *Fanboys Anonymous Operations Handbook* for the explicit use of every staff member of The Venom Site's blog, *A Dose of Venom*.

Each chapter and section is vital to the functionality of the blog, and its staff. Although not everything covered in this stylebook is vital for every staff member to learn, memorize, reference, and utilize, everyone is encouraged to cover and practice each and every chapter and section in an effort to streamline Fanboys Anonymous' functionality and production processes.

Uniformity will streamline the process and will allow us all to present the best possible products to the audience.

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SECTION I: WELCOME

Greetings, fellow Venomaniacs! Thank you for expressing interest in becoming a contributor to *A Dose of Venom*.

The Venom Site is a website dedicated to all things Venom and symbiotes from Marvel Entertainment, LLC. The website's blog, *A Dose of Venom*, is a place for fellow fans, dubbed "Venomaniacs," to contribute their opinions, research, and news about the associated fandom.

The collective that works on this blog wishes to make this a great success, which requires a fair amount of hard work and dedication. But make no mistake, we also want to have fun and for this to be a joyful project to take part in.

We are always looking for more ways to expand not only the main website and blog, but our community as well.

Now that you have taken the first steps towards joining the team, here is some more information on what our general rules and regulations are for our contributors.

SECTION II: CONTRIBUTING

POST SCHEDULING & FREQUENCY

Currently, *A Dose of Venom* is expected to update every Friday with only one new article. The number of articles may be raised later on to accommodate a larger volume of articles, but the Friday deadline will remain until further notice. All articles will be published in order of the time and date they have completed the editorial process unless otherwise scheduled to the discretion of the blog's administrators.

The draft queue on Blogger must remain populated, so it is encouraged that every contributor frequently saves his/her work to the draft queue throughout the production process. Contributors are not required to write or publish articles on any timetable or at any frequency; we realize that these positions are purely freelance and you work at your own discretion.

However, if you intend on only contributing one article per month or less, have the courtesy of reserving your membership to the official contributors list and submit your work to the editorial staff or administration for publication as a guest contributor. Membership to the blog's contributor list is reserved only for frequent contributors.



ARTICLE ASSIGNMENTS

Contributors are not limited to the subject of their articles excepting, of course, the topical material (anything having to do with symbiotes). This means you can submit reviews, previews, news, fan casts, editorials, podcasts, fan fiction, etc. (Fan art should be submitted to The Venom Site's Tumblr or Reddit.)

Contributors will not be forced to write any articles by the editors or administrators. However, the editors and administrators are not responsible for suggesting or assigning article topics. Contributors are expected to develop, research, write, and submit a draft to the Blogger.

Additionally, in order to prevent article/subject duplication, contributors are required to claim any article ideas on the blog forum (<http://thevenomsite.boards.net/>) in the Article Suggestions thread prior to writing/submitting a draft to Blogger. Frequently check the forum thread to make sure your article idea has yet to be claimed.

FORMATTING & WRITING STYLE

Contributors are expected to follow the formatting structure and writing style guides to create their posts. Our editors will make sure this is done, but it starts with you and it is your responsibility to do this.

It is understood that there is a learning curve, and perfection is not expected on your first post. However, repeated negligence on issues that have been clarified and demonstrating a lack of following directions for any reason reflects negatively on you and you alone, and is extremely frowned upon.

Please read Chapter II: Posting Instructions and Chapter III: Writing Style Guide for detailed and thorough tutorials on all of the formatting rules.

PLAGIARISM

Absolutely no plagiarism will be tolerated. You do not have to source every little thing that you incorporate into your articles, but you cannot under any circumstances pass someone else's work off as your own. If you are caught doing this, there will be only one warning. One more instance of plagiarism will result in immediate dismissal from *A Dose of Venom*.



SECTION III: STAFF LEVEL BREAKDOWN

Outside of the editing and administrative staff, which have different specified roles, contributors are broken down into a two-level hierarchy system.

These levels are not set in stone and nothing is ever permanent. All members are subject to rising up or falling down the ladder depending upon their work ethic, performance evaluation, motivation, and steps towards improvement.

LEVEL 2 = REGULAR CONTRIBUTORS

Level 2 contributors have proven themselves to be overall reliable hands. These contributors post frequently and consistently.

LEVEL 1 = GUEST CONTRIBUTORS

Level 1 contributors hold the fewest responsibilities and permissions. These contributors are not officially added to the forum or Blogger sites, meaning they cannot view claimed article ideas, interact with the editors/administrators with as much ease, or write/submit their articles directly onto the Blogger site. Level 1 contributors must communicate with a designated administrator to submit their article drafts for publication, and reserve a minimal amount of input into the editorial process at the administrator's discretion.

SECTION IV: EXCLUSIVE RIGHTS

All members of *A Dose of Venom* are free to continue to work for any outside projects or websites.

However, you are not permitted to post your content elsewhere unless given authorization. Once you have written an article for *A Dose of Venom*, you are expected to promote it on other avenues, but only to post excerpts and links back to your original post, never the entirety of your work.



SECTION V: INTERPERSONAL AFFAIRS

Since one of the biggest aspects of The Venom Site is the goal of fun and cooperation within the community, it is encouraged for staff to get to know one another and become friends. The more we get along, the better we will act as a group.

As such, any quarrels and disputes are to be handled responsibly. Childish attitudes are to be taken elsewhere. It is not expected that every member will get along famously with every other member, but you are to treat everyone with the proper respect a coworker deserves.

Absolutely no racism, sexism, or discrimination will be tolerated. The Venom Site takes in people from all walks of life. No matter what your background, where you are from, your likes and dislikes, or anything of the sort, you are entitled to the same amount of respect. If there are any instances of problems, they are to be reported to your administrators immediately.

Differing opinions are not grounds to forego common courtesies and should not blow up into bigger issues than a simple disagreement and some spirited debating, whether it is on the site itself or in the forum.

This extends beyond our own members, as well. If you are acting on behalf of The Venom Site, whether it is in your posts, at a convention, on a podcast or anything else, you are expected to represent yourself and the rest of the collective in a professional manner.

SECTION VI: FORUM OPERATIONS

The Venom Site manages its blog through the forum website <http://thevenomsite.boards.net/> and it is expected of every administrator, editor, and Level 1 contributor to use and monitor the forum. There are four main threads on the forum:

1. **Editorial Announcements** – check this thread for updates from the administrators regarding the blog and forum. Only administrators are allowed to create new posts in this thread.
2. **Article Suggestions** – use this thread to post new article ideas you wish to write about.
3. **Article Editorial** – use this thread to communicate with your editors during your article's editorial stage prior to publication.



4. **General Discussion** – use this thread to hold general non-blog discussions with your fellow staff.

SECTION VII: GETTING STARTED

Once you have decided to join The Venom Site's blog contributor team, you will need to submit the following information to The Venom Site's main administrator:

CONTRIBUTOR CONFIRMATION

Please identify which email address you would like to use to log into Blogger and the forum and click the confirmation link that the main administrator will send you afterward.

SUBSCRIPTIONS

Like, follow, and subscribe to all The Venom Site related social media accounts, including Facebook, Twitter, Tumblr, and Reddit.

DISQUS

Sign up for an account on www.disqus.com and inform the main administrator of the email address or username. Once you are added as a moderator, go into your settings and make sure you are set to receive email notifications of comments.

POSTING SIDEBAR OPTIONS

Once you are able to get into the Blogger and start composing new articles, the first thing you need to do is to make sure to change your settings in the composition mode underneath the Options tab (beneath Labels, Schedule, Links, Location, Search Description) to Allow reader comments, Interpret typed HTML and Press "Enter" for line breaks, and then click Done. You don't need to do this again in the future, just one time.



CHAPTER II

POSTING INSTRUCTIONS

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SECTION I: CONSULT THE FORUMS

The Article Suggestions forum thread is used to keep track of posts that people want to write about as well as other suggestions for the contributors to call dibs on.

If you are planning on writing an article, please express this on the forum thread so we are all aware and nobody else writes the same thing.

SECTION II: EDITING ETIQUETTE

ARTICLE PROGRESS STATUS

When you are creating a new post on Blogger and are still working on it, please type **[INCOMPLETE]** at the start of your subject line (the title of your article) so the editors know not to change anything.

Once you feel you are finished with your rough draft, please change this to **[EDIT/FORMAT]** and alert the editors of your article's status by creating a new post in the Article Editorial thread with the title of your article as the subject line and alert the editors in your forum post that your article is ready for editing.

Level 1 contributors are not allowed to hit the Publish button on your Blogger draft unless otherwise specified by the editors/administrators. It is the editors' responsibility **only** to schedule and publish a new article once the editorial process is complete.

Every new article **MUST** undergo editing prior to publication. Retroactive editing is not allowed unless permitted by an administrator.

Editors: When a post is ready to publish, be sure to remember to remove **[EDIT/FORMAT]** from the title! This influences the URL of the post, which cannot be changed after publishing it!

CONFERENCE WITH EDITORS

Frequently check back at your post in the Article Editorial thread for any feedback from the editors during the editorial process. Try to be as prompt as possible to any questions the editors have in regards to changes that can be made with your post and please keep in mind how much hard work they are doing just as you are doing hard work writing your posts.



SECTION III: COMPOSE ON/OFF BLOGGER

It is recommended that you write your articles entirely on Blogger, as all of the tools you need are located there.

If you do write your post on MS Word, Notepad, or any other program instead of Blogger, there is a specific rule you **MUST** follow in order to prevent your post from being messed up in formatting.

When you copy your text from an alternate program and paste it into Blogger, you **MUST** paste into HTML mode rather than Compose. Pasting it in Compose will lead to formatting errors, junk code, and more.

There is no way for you to paste text into Blogger with styling (bold, underline, italics) intact unless you post it in Compose, which will result in more errors. It is not worth it to have to go into the HTML and clean up the mess. Please don't force the editors to have to do this for you.

As a precautionary measure, once you've pasted your text into HTML mode: return to Compose mode, select all of your copied text (Ctrl + A on PC; Command + A on Mac), and press the Remove Formatting button (to the right of the Spell Check button).



SECTION IV: IMAGES

GENERAL NOTES

Every post **must** have at least one image, no matter what. This applies even if you have a YouTube video in your post.

The more images, the better. Images are a great source of hits and can help illustrate your point of view, break up text for easier readability, and are even an easy way to insert some humor into your article.

Always use a clear, preferably big image. If you use Adobe Photoshop, choose the "save for web" option to reduce the file size. Never use a picture that is 2048x2048, as Blogger has a limited storage space for these uploads. Generally speaking, try to keep images to 1920x1080 at maximum.

Always save the image to your computer and upload it. **Never hotlink your image from another site.** This slows our own site down and can result in blank images if that website ever breaks the link.

Before uploading, rename the image to something descriptive and use hyphens instead of spaces.

(Example: "The-Venom-Site-logo" instead of "The Venom Site Logo" or "tvsimg1")

Your uploaded images are accessible through Picasa Web Albums and on your Google + account that you are logged into. This is where the 2048x2048 limitation takes place. You can add images that you have previously uploaded to a post by choosing to Select a file "from this blog" instead of having to re-upload the same image in the future.

Your first image will be used automatically as the default picture for Facebook links and recommended posts. Keep this in mind when choosing your images.

Try to avoid putting a centered image as the first thing in a post. Either place it alongside or underneath some text. See the posts on the website for examples.

If possible, add "THEVENOMSITE.COM" to your image in a non-distracting way. This will help draw people back to the website if they see our images posted elsewhere. Making it slightly transparent will appear more tasteful and less obnoxious as opposed to drawing specific attention to it. For Photoshop users, use the Type tool and Layer Opacity slider to achieve this effect.

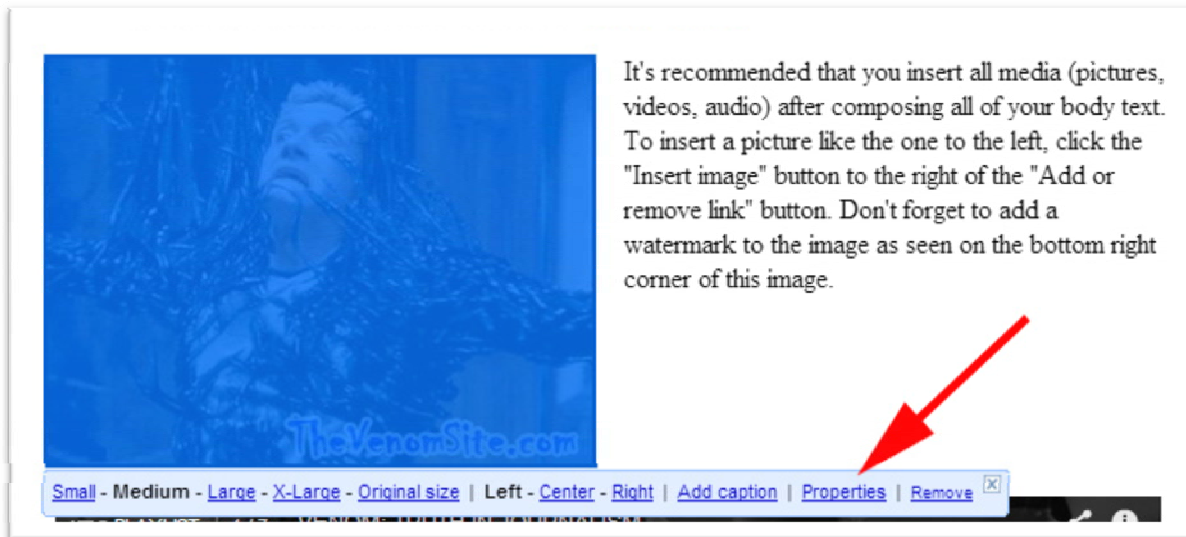
View your article in Preview mode. If any of your images are too big to fit in the post body area and are being cut off, choose a smaller size.



TITLE AND ALT TEXT

Every single image must have both Title Text and Alt Text added to it. No exceptions!

Title Text and Alt Text is accessible by clicking on the image and choosing "Properties" as illustrated below:



Do not put the same text down for both Title and Alt Text, or on multiple images.

The Title Text is what appears when someone hovers their mouse over an image. The Alt Text is hidden from view but still shows up in the code of the page and on search engines.

Because of this, you can be more flexible with the Alt Text and stretch the truth to incorporate different keywords, but try to avoid doing this for the Title Text.

Maximize your keywords. Use different ones for the Title and Alt Text fields as well as for different images.

Structure your text as if you were doing a minimalist search, but place your keywords strategically to reflect different search possibilities.

(Example: "Wallpaper The Venom Site Logo" will yield results for searches of The Venom Site Wallpaper as well as The Venom Site Logo.)

Do not simply write keywords separated by commas.

(Example: "wallpaper, the venom site, logo")

Do not write sentences with extraneous words.

(Example: "The logo for The Venom Site website")

Do not write commentary statements or jokes about the image in relation to the article as if someone is reading it. Use the Add Caption option for that instead.



(Examples: "See what I mean?" or "Here's an example")

Do not write excessively long keyword strings that become crowded:

(Example: "HD Wallpaper Logo The Venom Site Pics Images Pictures Photos Website Emblem Symbol")

Here is a list of good keywords to keep in mind for Title Text:

Poster	Cover	Box Art	Screen Shots	Logo
Wallpaper	Images	Photos	Pictures	Pics
Title Screen	First Look	Screen Cap		

If you wish to use the Alt Text for keyword searches that do not apply to your article, some suggestions are:

VIDEO GAMES: "let's play", "walkthrough", "playthrough", "gameplay footage", "download ROM emulator", "play online"

TV: "watch [title] episodes online series", "download [title] torrent seasons"

COMICS: "download [title] torrent cbr", "read [title] online free"

Also, to be blunt, sex sells. If you have a picture of a person, particularly a celebrity, keywords such as "hot", "sexy", "nude", "naked", "bikini", "shirtless", "topless", as well as body parts—especially "hair" or "hairstyle"—tend to work well. Use your imagination and don't underestimate the Internet and Rule 34. However, use these kinds of keywords in Alt Text **ONLY**.

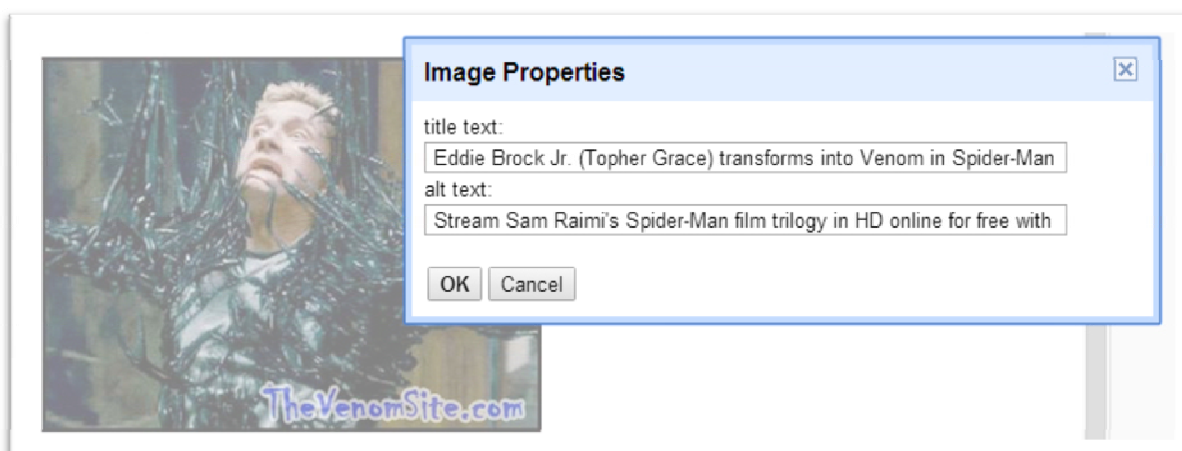


IMAGE CAPTIONS

You can add a caption to an image by clicking on the image and choosing the "Add Caption" option.

This is not mandatory for all images, but can be utilized very well to not only add more keywords to the image for searches, but also benefit the article itself.

The best use of image captions is to add either a joke or extra commentary in reference to the picture in relation to the article.

You can also use this to give credit to the source of the image or showcase extra information about the picture.

Do not use italics, bold, different colors, etc—only the normal formatting that comes along with it.

Write it like a normal sentence. You don't need quotation marks or hyphens instead of spaces. Do not write it in all caps, nor in all lowercase.

Keep it relatively short. No paragraphs.

This can get complicated if you are rearranging the position of images. Please ask for help if you want to position your images to be side -by-side or anything outside of the ordinary. It can be done, but it is very tricky and requires HTML coding that can interfere with the rest of your post and your other images.

SECTION V: LABELS

GENERAL NOTES

Every post must have at the very least 1) a contributor label, 2) a category label, and 3) an article type label. **No exceptions.**

ONLY USE THE LABELS LISTED IN THIS DOCUMENT.

Do not add any or make up your own under any circumstances. If you are typing it and it does not give you a suggestion, it does not exist as a label and should not be added.

1) CONTRIBUTOR TAGS

Every post must include your name as a label. If another contributor participated in an article, add that contributor's name label as well, especially if it is a podcast post.



If someone is a Level 1 guest contributor, his/her name must be added to the body of the article only. There are no contributor labels for Level 1 guest contributors. Administrators publishing an article composed by a Level 1 contributor must use his/her own contributor label.

2) CATEGORY TAGS

Every post requires a category label for organization and search purposes. Only one of the following must be used for every new article:

MOVIES	VIDEO GAMES	TV	COMICS
COSPLAY	LITERATURE	LIVE SHOWS	MERCH

Literature relates to text novels and non-graphic literature. Live Shows relate to theater, concerts, or events. Merch is short for merchandise, and relates to Venom/symbiote-related merchandise.

3) ARTICLE TYPE TAGS

Every article must have **all** of the following that apply, **not just one**:

LIST	REVIEW	NEWS	EDITORIAL	PODCAST
PREVIEW	INTERVIEW	CHECK OUT	FAN FICTION	FANCAST
VERSUS	CONTEST	LET'S PLAY		

There will be instances where articles are multiple types, such as a review in a list form, an interview you conducted about a contest, or a preview editorial. Use **all** of the labels that apply.

Preview = Not the same as News, though they might overlap. Preview articles include posting movie trailers or detailing the information that we know so far about a certain project, such as posting spoilers for an upcoming show. An example of a Preview/Editorial mix would be predicting something based off of the information we already know is factual and what speculation is rumored.

Check Out = these posts merely tell our readers to take a look at something that they might find interesting, whether it's a video, a picture, another website, etc.

Versus = this is used for articles in which the writer pits one symbiote character against any other character (including other symbiotes) in a theoretical battle. Use articles like these to invite readers to participate in conversation.

SECTION VI: SEARCH DESCRIPTION



Every post must have the search description filled out. This is located underneath where you choose your labels on the side of your Blogger post. Try to reword things and use different keywords in a way that you haven't used in your post and image text.


Like with the Alt Text, you can stretch the truth. Just don't go too overboard. Write out full sentences or keyword-targeted phrases. DO NOT write keywords separated by commas.

SECTION VII: YOUTUBE VIDEOS


When posting a YouTube video in your post, DO NOT use the "Insert a Video" option on Blogger like you would with "Insert a Picture" for images. This causes the videos to be small and not work as well.

Instead, go to the YouTube video itself and select "Share", then "Embed", and copy the code that it shows. Make sure to change the width and height to be either 560x315 or 640x360.

VENOM: TRUTH IN JOURNALISM

 **Adi Shankar**



 Like 

About Share

Share this video Embed Email

☐ Share with playlist starting from current video ▼

```
<iframe width="640" height="360"
src="//www.youtube.com/embed/7YDYL6oECjU" frameborder="0"
allowfullscreen></iframe>
```

Video size: 640 × 360 ▼

☐ Enable privacy-enhanced mode [?]

Paste that code within the HTML mode of Blogger where you would like it to be. Add <center> at the start of your code and </center> at the end, so it reads like this (from the above example):

```
<center><iframe width="640" height="360" src="//www.youtube.com/embed/7YDYL6oECjU"
frameborder="0" allowfullscreen></iframe></center>
```



SECTION VIII: OPTIONAL PUBLISHING EXTRAS

SCHEDULED PUBLICATION

Editors: Always schedule an article for publication according to the date and time the article completes the editorial phase and the next open Friday publication slot (found on the forum calendar).

To schedule an article, open the Schedule tab beneath the Labels tab on the toolbar on the right side of the Blogger composition screen, select “Set date and time,” select the Friday the article is permitted to publish on, set the time to 12:00 PM for Pacific Standard Time (keep time conversions in mind if you don’t live in the PST timezone), and click Done.

After setting a schedule, **do not** click Save; instead, click Publish. This will submit the article into the Scheduled folder, where it shall remain until it is automatically published on the specified date/time. Stagger the publication times according to the forum calendar.

Once you’ve scheduled a publication, log onto the forum site and list the publication on the forum calendar.

Labels

Orion Petitclerc, movies, editorial

Schedule

☐ Automatic

☒ Set date and time

Dec 21, 2808 12:00 AM

< Dec 2808 >

S	M	T	W	T	F	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

Timezone: Pacific Daylight Time

Done



CUSTOM PERMALINKS

Do not attempt this if you do not know exactly what you are doing! It is optional and if done wrong, can permanently screw up your post!

This can be used to change the URL that your post will have. Blogger takes the words in our titles and applies them by default, but you can use this tool to change that and not only get rid of extraneous words, but rearrange your keywords and provide for better search engine optimization.

For example, your title may be "Insert Test Post Title Here: A Proper Example of Capitalization for Articles" which would result in the URL of ["http://adoseofvenom.blogspot.com/2014/07/insert-test-post-title-here-proper.html"](http://adoseofvenom.blogspot.com/2014/07/insert-test-post-title-here-proper.html).

You can change what comes after the date (insert-test-post-title-here-proper) to whatever you want; for example, "example-the-venom-site-article-heading", which would then change the hyperlink to ["http://adoseofvenom.blogspot.com/2014/07/example-the-venom-site-article-heading.html"](http://adoseofvenom.blogspot.com/2014/07/example-the-venom-site-article-heading.html)

When typing this out, you **MUST** use hyphens instead of spaces and you **MUST** use all lowercase letters. Only letters and numbers, nothing else.

You cannot change anything else, such as the date or ".html". You cannot do this once your post has already been published, only beforehand.

To do this, click the Links function under the Post Settings menu and select "Custom Permalink" instead of "Automatic Permalink". Enter the URL you want to fill the spot before ".html" and then click "Done".

SECTION IX: PROMOTION

Promote your posts as much as possible, as well as the posts that your fellow contributors have worked on. Everything you do in this regard helps, no matter how small it may seem, and we can all use a hand from each other with this.

SOURCES

Facebook (personal/fan pages/groups)

Twitter

Reddit



StumbleUpon

Forums/message boards

Google +

Tumblr

Keep in mind that if you are posting about something in particular and can link back to your article, do so, whether it be to comment on a Kickstarter page or tweet to a celebrity that may retweet it back.

EXCLUSIVE CONTENT

While it is encouraged to promote your posts in virtually every way possible, this does not apply to putting your entire article elsewhere on the Internet. No website should receive the full content of your post unless given permission.



CHAPTER III

WRITING STYLE GUIDE

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SECTION I: TITLES

This Sentence is an Example of a Proper Post Title: Keep This in Mind – Use Hyphens & Such but Not Quotation Marks or Commas

Despite that sentence above, do not make your titles that long.

Always use numbers in titles.

(Example: "Top 10 Best Venom Comics of All Time" instead of "Top Ten Venom Comics of All Time")

Informative titles with proper keywords always perform better than creative ones. It's unfortunate, but having a creative title that has words that people won't search for is not going to bring people to the site, and if nobody is reading your article, there's no point in being creative.

(Example: "Ultimate Spider-Man Season 1 Finale Review" instead of "Ultimate Spider-Man Season 1 Comes to a Reckoning End" or "A Great Finale or Not Good Enough?")

When you are starting a new article, add the identifier of [INCOMPLETE] at the beginning of the draft. This is so the editors know not to touch it. Once you feel you are done with your rough draft, change it to [EDIT/FORMAT] and post in the forum so the editors are aware of the change. They will then take a look when they can and talk with you about any alterations that may need to be done. When it has been checked for both editing AND formatting, it can be published, but not if only one or the other has been finished.

Editors: Be sure to remove [EDIT/FORMAT] before publishing or scheduling!

SECTION II: TEXT FORMATTING

FONTS

Do not change the font of your text unless it is done for emphasis and when any other forms of emphasis (bold, underline, italics) cannot apply. You cannot simply have a wacky font because you find it more fun or because you prefer using Comic Sans instead of Verdana.



COLORS

Only change the color of your text if it is used for emphatic purposes. When you are warning the reader that spoilers are in your post, change this text to **red** and draw attention to it (bold, caps, centered) so they have no excuse not to see it and complain later on.

ITALICS

Italicize the titles of movies, games, books, magazines, albums, and shows. Put episode, article, and chapter titles in quotation marks.

CAPITALIZATION

Standard capitalization only. Words should not be capitalized randomly. Keep in mind that you can also use italics or make your words bold or underlined for emphasis and do not need to rely on shouting with all uppercase letters.

SECTION III: NUMBERS

As mentioned above, titles should always use numbers, but within your post itself, different rules apply. For the numbers 1 through 10, spell the number out. Use digits for numbers larger than 10.

When referring to a specific time, use digits (2:37 pm), but use "two o'clock" for less specific times. For comic book issue numbers, use the digits only preceded by the # symbol. If there is an example of a brand name that goes against these rules or something else of the sort where changing it would cause confusion, use whatever coincides with it.

(Example: "**The Godfather Part II**" and "**Terminator 2: Judgment Day**" and "**Se7en**")

SECTION IV: PUNCTUATION

SPACING

Do not indent paragraphs. Do not double-space paragraphs. Do not use two spaces after end-of-sentence punctuation.



STRAIGHT VS CURLY QUOTES/APOSTROPHES

Use straight quotes ("Example") and apostrophes ('Example') as opposed to curly ("Example"). If you are writing on Word or another software rather than Blogger—even if you properly paste your text into HTML mode rather than Compose—you will need to replace every quotation mark and apostrophe on Blogger that are curly.

TIP: Use Ctrl + F for PC or Command + F for Mac and type either the quotation mark or an apostrophe in the Search box that appears to search your entire article on Blogger for every instance of the specified punctuation mark.

BREAKING UP SENTENCES

Use semicolons or commas in compound sentences or break them up if possible or preferable.

To change up the overuse of commas or badly used ellipses, use em dashes (—) or parentheses to emphasize or deemphasize author asides, commentary, indications of sarcasm, etc. You can hard code an em dash by holding down the Alt key on your keyboard and typing 0151 on your keypad.

Author "actions" such as "shakes head" or similar descriptors added for effect should be placed within brackets [like so].

My car—my beautiful Ferrari—was totaled! *A side note with emphasis or particular importance*

My car, which was a Ferrari, was totaled. *Nonrestrictive clause; not necessary for the sentence, but still relevant*

My car (which was a Ferrari, actually) was totaled. *Also nonrestrictive and not necessarily important, but possibly interesting to note*

My Ferrari was totaled [shakes head in deep sadness]. *Author reaction otherwise irrelevant to the sentence*

Ellipses (...) should be mostly used to indicate text missing from a quote as opposed to stringing multiple sentences together (incorrectly) or to indicate a pause in thought. Use Alt + 0133 for hard ellipses rather than three periods.

Use the serial or Oxford comma. There should be a comma after every item in a list, including the item before the final conjunction. If the main list items are complex and have sub-lists within themselves (separated with serial commas), semicolons should be used to separate the main list items.

Some of my favorite superhero shows are Spider-Man, The Adventures of Batman and Robin and Superman. *(No Oxford comma) This can be read as "The Adventures of Batman and Robin and Superman" as one show title rather than two separate ones*



Some of my favorite superhero shows are Spider-Man, The Adventures of Batman and Robin, and Superman. (With Oxford comma) This clearly identifies the three separate show titles

SECTION V: QUOTES, LINKS & SOURCES

For quotes that take up more than three lines, use the block quote system on Blogger (the button with the quotation mark symbol to the right of the Remove Formatting button). Do not include long lines of text within normal paragraphs or make up your own block quote formatting style by centering it or using italics, etc.

When sourcing a block quote, add the source within the quote itself at the end. When linking a source to anything else within a post, include the sources at the end of the entire post as the very last thing.

When posting a link of any kind, **whether it is a source or not**, choose the option for it to "Open in a New Window" in the hyperlink management window, no matter what the link is to or in what context.

If you feel the need to cite the source of an image that is not a link, do so with an Image Caption. Details are explained in Chapter 2, Section IV.

SECTION VI: WORD CHOICE

Just because we want this to be a well-written blog does not mean we want to silence your personal voice. *A Dose of Venom* should have a social, friendly vibe that doesn't hinder the professionalism from an outsider's appearance.

GREETING YOUR READERS

Articles should not begin with "Hey, I'm back" or other chatty phrasing, although you can reference other pieces you've written later on in your piece. Whenever you can, provide links to those articles that are connected to this post.

BUT, AND, BECAUSE

Try to avoid starting sentences with "but" or "and" unless the context specifically calls for it. It is okay to use "because" to start a sentence rather than "since", but within limits. Use "whereas" or "although" instead of "while" to change things up.



US vs. UK LANGUAGE

Generally speaking, we should change writing to American style for consistency purposes. Slang words or phrases can be kept as long as they are clear to the readers; these can be handled on a case-by-case basis.

GEEK SLANG

The use of geek slang is encouraged not only to keep the fun atmosphere, but to also allow our readers to identify with us. Keep in mind that excessive use of this, however, can alienate newcomers to geek culture. If there's a chance it could be confusing to the reader, consider altering your words to stay within your creative style and the context of the post, but to make it more accessible for all readers.

ABBREVIATIONS & ACRONYMS

Unless the abbreviation is so widely recognizable that any reader would understand it without further clarification, such as PS3 or IRS, only use an abbreviation after the full version of the phrase has already been identified.

Try to limit your use of acronyms to avoid your article looking like alphabet soup. Do not make up your own abbreviations—only use ones that are well known.

WORDINESS

There's no need to stretch your post and fluff it out. Articles should be thorough and include lots of keywords, but never padded out for the sake of merely being lengthier. Short articles perform just as well, if not better. Never compromise your article's integrity by cutting it short or stretching it out. Let the story and your thoughts dictate what's necessary.

REPETITION

Don't allow the same or similar words to be used within close proximity of one another. Starting several sentences with "Now," or "However," and overusing the same phrases should be avoided.



SECTION VII: ENCOURAGE COMMENTS

In some capacity, try to encourage our readers to leave their thoughts in the comments section. Ask them to answer a question you pose, give their own theories or suggestions, and so forth. You can include this through your normal speech or you can draw extra attention to it by increasing your font size and making it centered uppercase text.

Remember that you are authorized on Disqus to moderate comments. If you see something particularly offensive, notify management. If you see spam with links, you are authorized to delete it without asking.

If there's a problem with anything, don't hesitate to ask your administrators for help.

