

## Leadership+ Style Guide

Leadership+ is a publication whose target audience is IPPN members i.e. Irish primary school Principals and Deputy Principals who are current members of IPPN, as well as certain education sector officials, professionals and politicians. It is a publication which aims to be 'professional, with a light touch', whereby content is accessible, easily digestible, useful and of value beyond its issue date.

Contributors to Leadership+ include the following:

- Editor, Deputy Editor and Assistant Editor (editor@ippn.ie)
- IPPN President, CEO and Assistant CEO
- Leadership Support Manager
- Principals and Deputy Principals
- Legal Advisor
- Support Office Staff
- ICT Advisor and Principals with considerable ICT expertise
- Education professionals and experts – both Irish and international
- Education agency staff
- DES officials
- 'Critical friends' of IPPN.

### Style Guidelines

It is important to ensure that we achieve the aim of 'professional, with a light touch'. With that in mind, the following 'style guidelines' are adhered to by all contributors, whether content is solicited or not. Ultimately, IPPN reserves the right to edit content or omit content in order to meet its internal requirements, whether space, balance of content or some other reason.

#### 1. Acronyms & Abbreviations

- a. The first mention of a term or an organisation name which can be abbreviated to form an acronym or other commonly-understood abbreviation should be spelled out in full with the acronym in uppercase in brackets. From that point on, either the full name or the acronym can be used.
- b. For example, 'The Irish Primary Principals' Network (IPPN) is a professional body for school leaders. IPPN was founded in 2000...'
- c. Full-stops should not be used within acronyms i.e. 'IPPN' should not be spelled 'I.P.P.N.' even if it is usually denoted with full-stops
- d. IPPN should be referred to as 'IPPN' rather than 'the IPPN'.

#### 2. Bibliography

- a. When an article is based on formal research or contains references to such research, we would prefer if these references were kept to an absolute minimum or omitted entirely.
- b. Our preference is to highlight that other sources were used to provide the information and the author is contactable by email on [email@address.ie](mailto:email@address.ie) should anyone wish to clarify the references.

## Leadership+ Style Guide

- c. Alternatively, you can provide the full bibliography in a separate document and this can be provided by IPPN on request or placed on [ipn.ie](http://ipn.ie) with the relevant issue of Leadership+ within the Publications section of the website.

### 3. Language

- a. Where possible, words, phrases and concepts that are not fully understood by the target audience of the publication (see above) should be avoided altogether. If they are unavoidable, they must be explained in clear language.
- b. Shorter, bullet point-style articles are appreciated and more easily read than longer, essay-style pieces.
- c. Break up text by using titles, tables, graphs, images and other tools to enable the reader to grasp the concept/information in 'bite-size chunks'. Bear in mind that many readers will 'dip in and out' of the publication and are very often interrupted so they are far more likely to read those articles which are presented in such a way as to facilitate this style of reading. Longer, more complete texts can be submitted and placed on the website for those with more time to digest a lot of content. This can be referred to in the article.
- d. See also [www.simplyput.ie](http://www.simplyput.ie) by NALA for similar guidance.

### 4. Tone

- a. We ask contributors to avoid prescribing or otherwise leading the reader towards a particular viewpoint or conclusion. It is important to respect the reader's own ability to deduce and form their own opinion, based on the information provided and the views put forward.
- b. Similarly, it is important to note that IPPN may not necessarily agree with viewpoints put forward in articles submitted by external parties. Thus it must be clear that a particular opinion is yours or represents the views of the organisation you represent, rather than those of IPPN.

### 5. Formatting

- a. IPPN will proof and amend content to suit our in-house style guide. We request that contributors do not format articles as it is likely to need to be done again by the Graphic Designer.
- b. For your information, formatting of articles in the publication will conform to the following:
  - i. Full-stops only at the end of a complete set of bullet points unless there are multiple sentences within a single bullet-point
  - ii. Single quote marks only will be used
  - iii. Publications, Acts of Legislation etc. will be named in italics e.g. '*Deich mBliana ag Fás* is the overview of the first ten years of IPPN'
  - iv. Bold and underline will not be used in article text except for titles
  - v. Title font and style will be consistently applied to all articles by the graphic designer
  - vi. Article text will be in black unless agreed by the Graphic Designer and editorial team.