DOM Communications Office
Email: DomMedia
Phone: 6-8904 – Cindy West
Phone: 6-5795 – Sabrina Porter

AHC Web Communications
Email: AHCWeb

These guidelines provide continuity across all Department of Medicine Websites
**Table of Contents**

Abbreviations ................................................................................................................................. 2

Academic Titles ............................................................................................................................... 2

Acronyms (Spell out first) ............................................................................................................. 2

Address (Department - Physical Location) .................................................................................... 2

Address (Clinics – Physical Location) ............................................................................................ 2

Address (Campus Mailing) ............................................................................................................ 2

Affiliated Faculty Biographies ....................................................................................................... 3

Credentials (No periods) ................................................................................................................. 3

Currency ............................................................................................................................................ 3

Document Upload .......................................................................................................................... 3

Electronic (e-text) .......................................................................................................................... 3

Email (No dash) ............................................................................................................................... 3

Faculty Headings ............................................................................................................................. 3

Footers ............................................................................................................................................... 4

Hospitals ............................................................................................................................................. 4

Links and URLs (Uniform Resource Locator) ................................................................................ 4

Image Formatting ............................................................................................................................ 4

Lists .................................................................................................................................................... 4

Medicine Pediatrics .......................................................................................................................... 4

Phone and Fax Numbers ................................................................................................................. 5

Private Information .......................................................................................................................... 5

Staff Headings ................................................................................................................................ 5

University of Minnesota Foundation (UMF) ................................................................................... 5

Website, web page, etc. ....................................................................................................................... 5
Abbreviations

- Time: a.m. | p.m.
- Time: AM | PM
- Location: South East: SE (no periods)
- Mayo Mail Code: MMC

Academic Titles

- Professor of Medicine
- Associate Professor of Medicine
- Assistant Professor of Medicine
- Professor of Medicine and Pediatrics

Acronyms (Spell out first)

- Academic Health Center (AHC)
- Department of Medicine (DOM)
- Electronic Residency Application Services (ERAS)

Address (Department - Physical Location)

<table>
<thead>
<tr>
<th>Item</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Department</td>
<td>Department of Medicine</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>401 East River Parkway</td>
</tr>
<tr>
<td>Name of Building</td>
<td>Variety Club Research Center (VCRC)</td>
</tr>
<tr>
<td>Floor, Room and/or Suite Number</td>
<td>1st Floor, Suite 131</td>
</tr>
<tr>
<td>City, State and Zip Code</td>
<td>Minneapolis, MN 55455</td>
</tr>
</tbody>
</table>

Address (Clinics – Physical Location)

<table>
<thead>
<tr>
<th>Item</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Clinic</td>
<td>Primary Care Clinic</td>
</tr>
<tr>
<td>Street Address</td>
<td>909 Fulton Street SE</td>
</tr>
<tr>
<td>Name of Building</td>
<td>Clinics and Surgery Center (CSC)</td>
</tr>
<tr>
<td>City, State and Zip Code</td>
<td>Minneapolis, MN 55455</td>
</tr>
</tbody>
</table>

Address (Campus Mailing)

<table>
<thead>
<tr>
<th>Item</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Section/Division</td>
<td>Med-Peds</td>
</tr>
<tr>
<td>Mailing Address</td>
<td>420 Delaware Street SE</td>
</tr>
<tr>
<td>Mayo Mail Code (MMC)</td>
<td>MMC 741</td>
</tr>
<tr>
<td>City, State and Zip Code</td>
<td>Minneapolis, MN 55455</td>
</tr>
</tbody>
</table>
Affiliated Faculty Biographies

- If faculty member is NOT UMP, link bio to their affiliated website biography page
- Do not link Adjunct Faculty Bios

Credentials (No periods)

- MD
- MPH
- MS
- PhD
- C-TropMed®

Currency

- $20.00
- $340.52
- $10,400.00

Document Upload

- All documents will be uploaded as PDF files (unless otherwise noted; e-forms, etc.)

Electronic (e-text)

- Electronic Forms
- E-Forms
- e-forms

Email (No dash)

- Email: DomMedia (link to email)
- E: DomMedia (link to email)
- DomMedia (link to email)
- email (use LC in a sentence)

Faculty Headings

Program Directors, Chair, Leaders

- Dr. James Nixon, Vice Chair for Education
- Dr. Peter Igarashi, Chair, Department of Medicine
- Dr. Briar Duffy, Program Director, University of Minnesota Medical School
- Applied Clinical Research Program Director, Anne Joseph, MD, MPH
Footers

<table>
<thead>
<tr>
<th>1st Column</th>
<th>2nd Column</th>
<th>3rd Column</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office of Medical Education</td>
<td>Mailing Address</td>
<td>Contact Us</td>
</tr>
<tr>
<td>Department of Medicine 401 East River Parkway (VCRC 1st Floor, Suite 131 Minneapolis, MN 55455)</td>
<td>Department of Medicine Office of Medical Education 420 Delaware Street SE MMC 284 Minneapolis, MN 55455</td>
<td>Email: MedApply (link) Office: (612) 625-5454 Fax: (612) 625-3238</td>
</tr>
</tbody>
</table>

Hospitals

- Abbott Northwestern Hospital – Allina (ABN)
- Hennepin County Medical Center (HCMC)
- Minneapolis VA Health Care System (MVAHCS)
- Park Nicollet Methodist Hospital
- Regions Hospital
- University of Minnesota Medical Center – Fairview (UMMC)

Links and URLs (Uniform Resource Locator)

- [Peter Igarashi](link w/ credentials to Bio or email)
- Link content to URL address, example: Applications are only accepted through the [Electronic Residency Application Service](ERAS)
- Always hyperlink the URL to a word or phrase. (See above).
- To shorten a URL, use: [z.umn.edu](z.umn.edu)

Image Formatting

- Main Page Banner: W = 900 x H = 164 pixels
- Bio Image: Minimum: W = 300 x H = 400 pixels

Lists

- Bulleted
- Numbered
- Will Alphabetize (unless otherwise stated)

Medicine Pediatrics

- Medicine Pediatrics
- Med-Peds
Phone and Fax Numbers
- **Phone**: (612) 626-8904
- **P**: (612) 626-8904
- **Office**: (612) 626-8904
- **O**: (612) 626-8904
- **Fax**: (612) 626-3055
- **F**: (612) 626-3055

Private Information
- X500 Protected
- Password Protected

Staff Headings
*Jane Doe [(link to email)](link to email)*
Medicine Resident Coordinator
(612) 626-5031
*Med-Peds Residency Program [(link to specific program)](link to specific program)*

University of Minnesota Foundation (UMF)
- Make a Gift [(link to corresponding UMF page)](link to corresponding UMF page)
- Make a Gift to Medicine [(link to corresponding UMF page)](link to corresponding UMF page)

Website, web page, etc.
- Website – website
- Web-based – web-based
- Web page – web page
- Site - site
- Site Map – site map
- **W**: [Infectious Diseases](link to page)