

City of Brookhaven COVID-19 Information

Brookhaven Intranet

Communications

Communications

The Brookhaven Communications Department manages the City's reputation, serves as the voice of the City, and is the liaison between the City and the public. The Communications Department provides information to various stakeholder groups, including residents, businesses, media and others. The Communications Department handles all media relations and public relations initiatives, including maintaining positive relationships with the media; organizing events; maintaining the City's web site and social media channels; and creating City collateral, including e-newsletters, quarterly print newsletters and brochures.

Media requests:

All media requests must go through the City Communications Department. Reporters should direct all interview requests and questions to News@BrookhavenGa.gov.

Social media policy:

The City of Brookhaven's Social Media Policy can be found [here](#).

Internal style guide/Memorandum template:

Documents, emails and memos produced by City of Brookhaven employees are often read by a variety of internal audiences. To establish a high standard of quality and perpetuate continuity, it is important that the City's business documents utilize "house rules" to retain a style that is consistent in terms of typography, grammar, or punctuation. The internal style guide can be found [here](#). To download the memorandum template, please use the link at the bottom of this page.

Graphic style guide:

Brookhaven's graphic style guide can be found [here](#).

Official colors:

The official City color chart can be found [here](#).

PowerPoint template:

The official City of Brookhaven PowerPoint template can be downloaded [here](#).


Letterhead:


City of Brookhaven letterhead can be downloaded [here](#).

Logo use:

The Brookhaven Communications Department must approve any use of the City logo and seal. JPG versions of the logo and seal can be downloaded below. Email News@BrookhavenGa.gov to request hi-res or vector files.

 Brookhaven logo - color (202 KB)

 Brookhaven logo - grayscale (132 KB)

 City seal - color (112 KB)

 City seal - grayscale (631 KB)

 Internal memorandum template (17 KB)

Contact Information



Communications Director

Burke Brennan

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Email: Burke.Brennan@BrookhavenGa.gov

View Full Contact Details

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4362 Peachtree Rd | Brookhaven, GA 30319 | (404) 637-0500



Communications

City of Brookhaven Social Media Policy

INTRODUCTION

The City of Brookhaven Communications Department uses a variety of tools, including social media channels, to disseminate information to its stakeholders. Social media is an effective means of reaching our constituents where they are. Brookhaven's social media channels include, but are not limited to, Facebook, Twitter, Instagram and Nextdoor.

USAGE

The City of Brookhaven's Communications Department manages the City's main administrative social media pages. Usage is restricted to Communications staff and their designees. These pages are utilized to extend the permeation of news releases, make announcements that did not originate in press releases, post photos and coverage of City events, share information from our partners (Chamber of Commerce, Explore Brookhaven, etc.), share critical information in emergencies, and disseminate any other information in the public interest.

Both the Police Department and Parks & Recreation manage their own Facebook, Twitter and Nextdoor pages and have their respective administrators. The Communications Department regularly "shares" information from these sites and has administrative access to assist in emergencies and/or as needed.

Any other departments or employees are prohibited from creating social media pages with City branding or on behalf of the City without prior authorization from the Communications Department.

MONITORING CONTENT

The City of Brookhaven welcomes discussion and questions on its social media posts and seeks to maintain appropriate and civil discourse. The City reserves the right to permanently



City of Brookhaven Style Guide for Internal Documents

Documents, emails and memos produced by City of Brookhaven employees are often read by a variety of internal audiences. To establish a high standard of quality and perpetuate continuity, it is important that the City’s business documents utilize “house rules” to retain a style that is consistent in terms of typography, grammar, or punctuation.

This style guide provides a selection of rules and suggestions for writing style and document presentation for Brookhaven internal documents when several options exist. The specific content in a style guide is not usually a matter of “correct” or “incorrect” grammar, but rather the style decisions management has determined from among the many possibilities for City documents. A style guide can serve several purposes:

- To ensure that documents conform to City image and policy, including legal requirements.
- To improve consistency within and among documents, especially when more than one writer is involved.

For the most part, the basic established rules of grammar and punctuation should always be used, but preferences in terms of capitalization and structure may occasionally differ from the norm. Strive to use language that is clear and simple. Avoid overly complex sentence structure, and avoid unnecessary jargon, technical terminology, or archaic language. Write in the active voice.

Remember, there is a built-in expectation that all documents will be proofed and edited before being submitted to top management staff for approval. A good rule of thumb is to always have more than one person proofread the final draft. Don’t forget to use the spell check function.

<i>Punctuation:</i>	
Oxford comma	In any series of three or more items, always use a comma before the “and.”
Ampersand	Avoid the use of ampersands, particularly when writing department names, e.g. Parks and Recreation Department, <i>not</i> Parks & Recreation Department.
Ellipsis	An ellipsis (plural: ellipses) is a set of three periods, or you can say it is a punctuation mark consisting of three dots (. . .) which indicates an omission. Insert a space before the first dot and after the third dot, e.g. “I don’t know . . . I’m not sure.”
Em dash	Use an em dash to signify a change in a sentence, to introduce further explanation or amplification or to include a parenthetical expression. Insert a space before and after the em dash, e.g. “Three buildings – City Hall, the new Public Safety Building and Lynwood Recreation Center – were nominated for the award.”
En dash	Use an en dash in spans of figures and in expressions of time or distance, e.g. “1987-88; 22-25 Peachtree Industrial; April-June.”

Bullets	Always use the MS Word bullet function to create bullets. Adding spaces or tabs to create bullets can cause editing problems. The sentence preceding a bulleted list should be complete and end with a colon, and always capitalize the first letter of each bullet. Do not use conjunctions (and, or, nor) on the second-to-last bullet. Use capitals at the start and no punctuation at the end.
Hyphens	Don't hyphenate words such as 'cooperate,' 'email,' and 'website.'
	Hyphenate two words when used adjectivally: full-time study, in-depth look
	Don't hyphenate if the compound adjective contains an adverb ending in 'ly': 'internationally recognized research' or 'a highly regarded project.'
	Do hyphenate words such as 'e-commerce.'
	Use a hyphen when 're' is followed by 'e': 're-entry' or 're-examine.'
	Don't use a hyphen when 're' is followed by any other letter than an 'e', e.g. 'rearrange' or 'reconsider.' The exceptions are where confusion with another word could arise e.g. 're-form/reform' or 're-sign/resign.'

<i>Capitalization:</i>	
Department Names	Capitalize department names, e.g. Accounting Department, when referring to a specific department. In following sentences, use just "Accounting" or "Purchasing" without the word "department" for brevity, if necessary. If referring to the department in subsequent sentences, do not capitalize "department," e.g. "The Accounting Department has moved to the third floor of City Hall. The department was formerly on the first floor."
Buildings	Capitalize formal building names, e.g. Brookhaven City Hall, Brookhaven Police Headquarters, Lynwood Recreation Center, etc. Later references such as "take your permit application to city hall" or "all events will be held at the recreation center" are not capitalized.
Staff Titles	Capitalize management titles when used with the formal name, e.g. Brookhaven City Manager Christian Sigman, Parks and Recreation Director Brian Borden. If referenced afterword or without a formal name, do not capitalize, e.g. "All questions should be sent to the city manager."
Council Titles	The same holds true for Mayor and City Council. Titles with formal names (Mayor John Ernst, Council Member John Park) are always capitalized. Do not use capitals with general references: "All questions should be submitted to the mayor for a response." Those on city council should be referred to as "council members" such as Council Member Linley Jones or Council Member Park. Do not capitalize when no formal name is used, e.g. "the council members all gathered at Brookhaven Park."
Policies, ordinances, etc.	In city documents, capitalize codes, policies or ordinances such as the Brookhaven Purchasing Policy. Later references are lower case such as "the purchasing policy is in effect for 90 days."
City/County	When referring to the city of Brookhaven or DeKalb County, without the official title (City of Brookhaven), capitalize the words "City" or "County, e.g. the "City of Brookhaven," or "the resident will pay taxes to the City and the County."

Document Composition	
Document Set-up	When creating a City document such as a policy or ordinance, use 1” margins all around, justify the type, use no smaller than 11 pt. type with Times New Roman as the type of choice for the body copy. Put 1.15 spacing between lines. Utilize font size, italics or all caps to set off headlines and subheads. Note all versions as “draft” until completed and then mark the completely finished document, with all corrections made, as “Final.”
Footers	Use for all documents of more than one page. Put: date on the left; page number center; and document title or “City of Brookhaven” on the right
Tabs	Never use spaces instead of tabs when indenting. It is difficult to accurately align text that is indented with spaces.
Abbreviations	Write the word in full the first time used, with the abbreviations in parenthesis, e.g. collateralized loan obligation (CLO). From then on, just use the abbreviation.
Years	No apostrophe is used in expression of time and use the full 4 digits, e.g. “in the 1990s.” Fiscal years should be written “FY2019” with no space between the FY and the year.
Time	Use ‘a.m. or p.m.’ and do not capitalize: 11 a.m. Do not use a period if a.m. or p.m. ends the sentence. In other words, no double periods. Use noon and/or midnight, not capitalized, as appropriate.
Parentheses	The most common form of bracket. Use parentheses to enclose additional information, abbreviations, clarifications, comments and definitions. Use square brackets only if inserting words within quotations, e.g. “Mr. Smith said: “Julia [Smith] has my full support.”
Percentages	Always express percentages in numerals, including numbers from 1-9. Always spell “percent” in text, do not use the % symbol except in charts, spreadsheets, and graphs.
Numbers	For all numbers under 10, spell out the number. For all numbers 10 and over, use the numeral. Do not insert figures as in “Training will last eight (8) hours.” Do not allow a number to open a sentence ... rewrite the sentence.
Acronyms	The full name is used for the first reference, followed by the initials in brackets, e.g. Invitation to Negotiate (ITN), request for proposal (RFP), or Disadvantaged Business Enterprise (DBE) program. After the first reference, just use the letters. Do not use “a,” “an,” or “the” preceding an acronym.
Money	Always use “fund” as a noun, not a verb. The City does not “fund” anything, but may allocate funding or revenue. Do not use the term “dollars.” Use phrasing such as “decrease from” or “increase to” when referring to government monies.” Avoid using cents in currency whenever possible (\$1,232.45); do not add the “.00” ever; and include the appropriate commas with four or more digits (\$3,450).
Right-of-Way	May be written as “right-of-way” or, plural, as “rights-of-way.” It may, after first usage be referred to as simply ROW, e.g. ‘The right-of-way (ROW) had to be taken into consideration. All future ROWs will adhere to the policy.’”
Underlined Text	Avoid using underlined text if possible. Emphasis can be added by using italics, boldface and varied point sizes. To add emphasis to headings and subheadings, change the font size or the typeface for visual contrast or put the heading in all caps. Decorative and script fonts should be avoided for official correspondence and documents.

Gender	Use gender-neutral language, for example, chair rather than chairman, sales representative rather than salesman. It is acceptable to use they, them or their as singular pronouns if necessary. Use language that does not draw unnecessary attention to gender, disability or ethnicity.
“Trigger” Words	Avoid using trigger words such as “hostile” or “aggressive” in any document’s body copy.
Full Dept. Names	Always use full department names when they consist of more than one word, e.g. “Parks and Recreation,” not just “Parks.”
Financial Reporting	According to the Georgia Department of Community Affairs, The City of Brookhaven must use a Uniform Chart of Accounts for local governments. Below is the required format to use when reporting Expense Account and Revenue Account information
Expense Account ID structure (000-0000-500000)	The first three digits should designate the Fund; the next four digits denote the Function/Department; finally, there’s the object/expense identifying number that always starts with the digit “5” and followed by five identifying numbers. This ID number should always have 13 digits total.
Revenue Account ID structure (000-300000)	The first three digits identify the Fund. The remaining six digits always begin with the number “3” followed by five digits that identify the type of revenue. This ID number should always have nine digits total.

remove user content that:

- Is off-subject based on the original post's scope and topic.
- Advocates illegal activity.
- Promotes services, products or political content.
- Infringes on copyrights or trademarks.
- Contains profane, obscene, vulgar or inappropriate language, pictures or other materials.
- Contains personal attacks or promotes discrimination of any kind.
- Contains any pictures, materials or hyperlinks to any of the prohibited material mentioned above.
- Originates from fake, commercial or political accounts that are selling a product or advancing an agenda.

While the City of Brookhaven Communications Department strives to monitor content and answer questions posted on its social media channels, the sites are not monitored 24/7.

Any user content that is deleted will be preserved via screenshot on the City's server in a designated Communications folder along with a note explaining reason for deletion.

ARCHIVING

Social media posts and user comments are not records of the City, and as such are not generally an apparatus for official public comment on matters requiring public comment. The City of Brookhaven does not own or archive social media content, rather that is the bailiwick of the specific social media companies. However, most original content exists in a document form (for example, press releases, photos, graphics, etc.) and is retained on the City server.

SOCIAL MEDIA STATS

The Communications Department documents and monitors social media stats and trends yearly as part of a Communications Annual Report.

POLICY AVAILABLE TO PUBLIC

A link to the policy will be posted on the City's social media pages, website and intranet.

Contact Information

Headline in Arial Black 54 point

Subtitle in Arial 32 PT

Month, Day, Year 24 pt



DEPT LOGO IF ONE
EXISTS

Header in Arial 44 pt

- You can add photos and/or graphics if needed on these pages.
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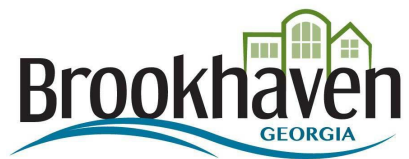
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- Text arial 28pt
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Contact Information

- Name
- Phone Number
- Email address

www.BrookhavenGa.gov



John Park, Mayor

Michael Diaz, District 1
Jennifer Owens, District 2
Madeleine Simmons, District 3
John Funny, District 4

January 9, 2024

Re:

Dear:

Respectfully Yours,

John Park,
Mayor of Brookhaven