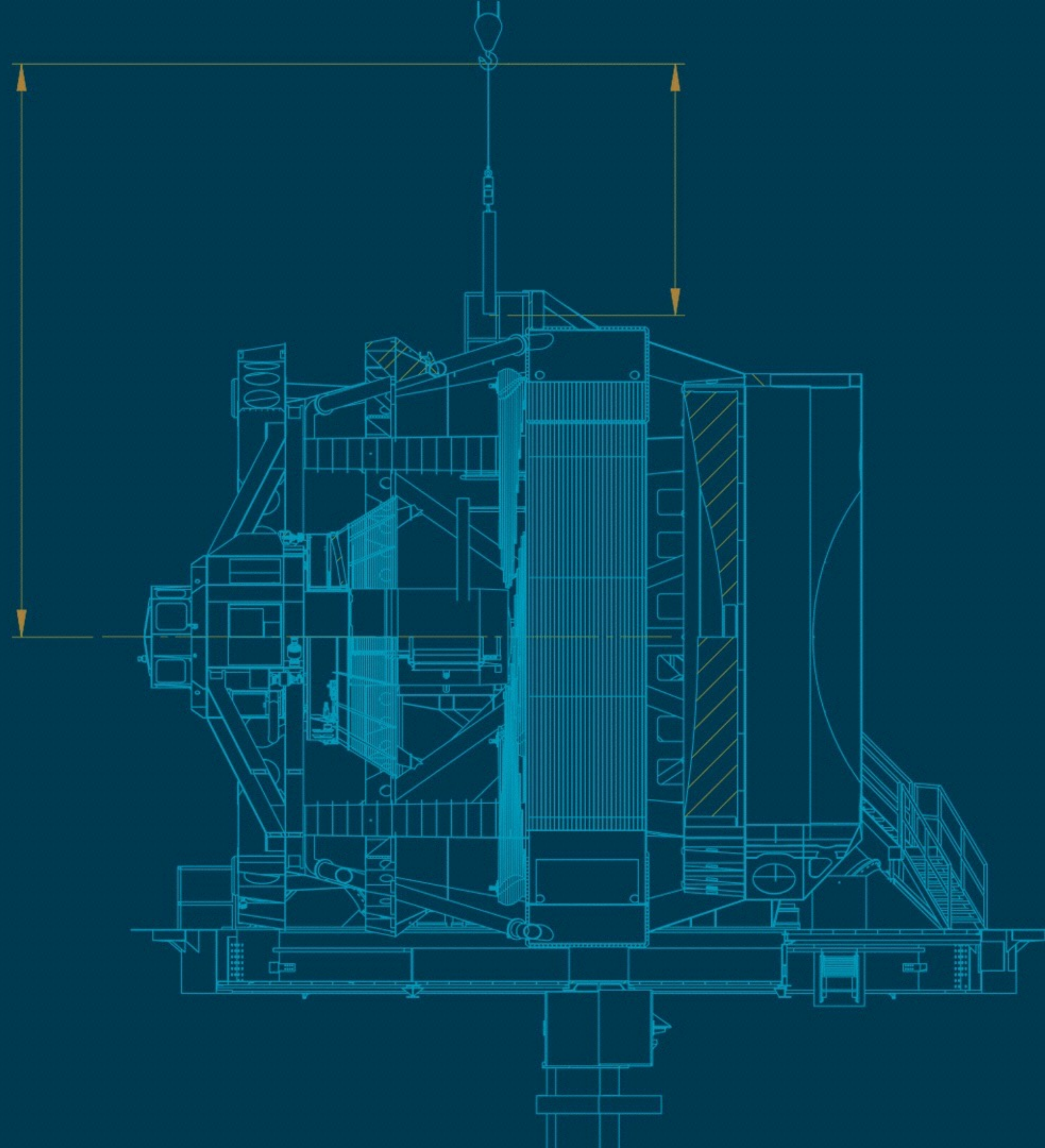


# Let's Talk About Docs

Jonathan Sick  
SQuaRE

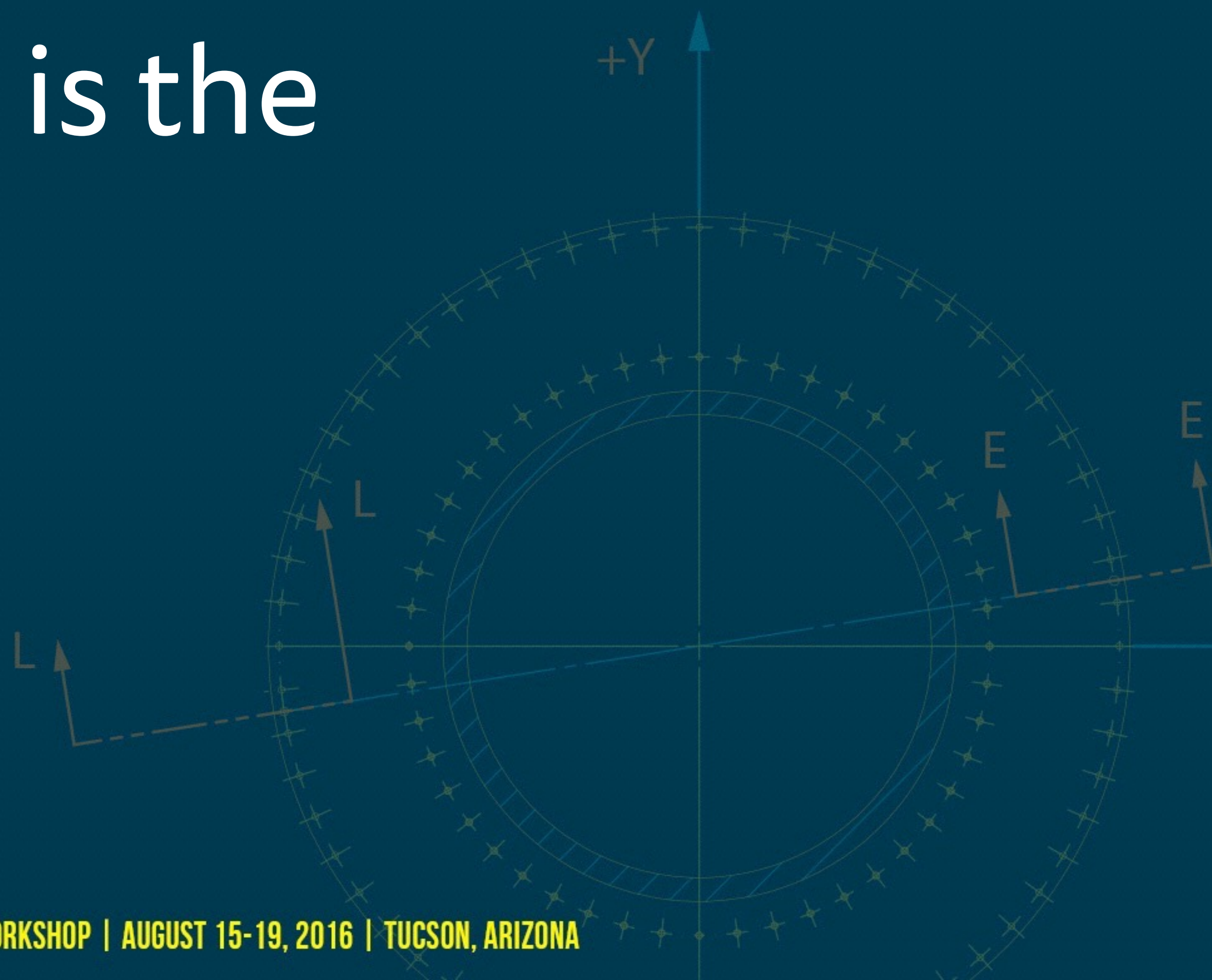
**LSST2016** PROJECT AND COMMUNITY  
**WORKSHOP**  
AUGUST 15-19, 2016 | TUCSON, ARIZONA



Documentation, along with API,  
frames the user's image of a  
piece of software.



Documentation is the  
best marketing.



Docs are first class products  
of software development.



# Docs or it didn't happen.



# Writing is an exercise in empathy.

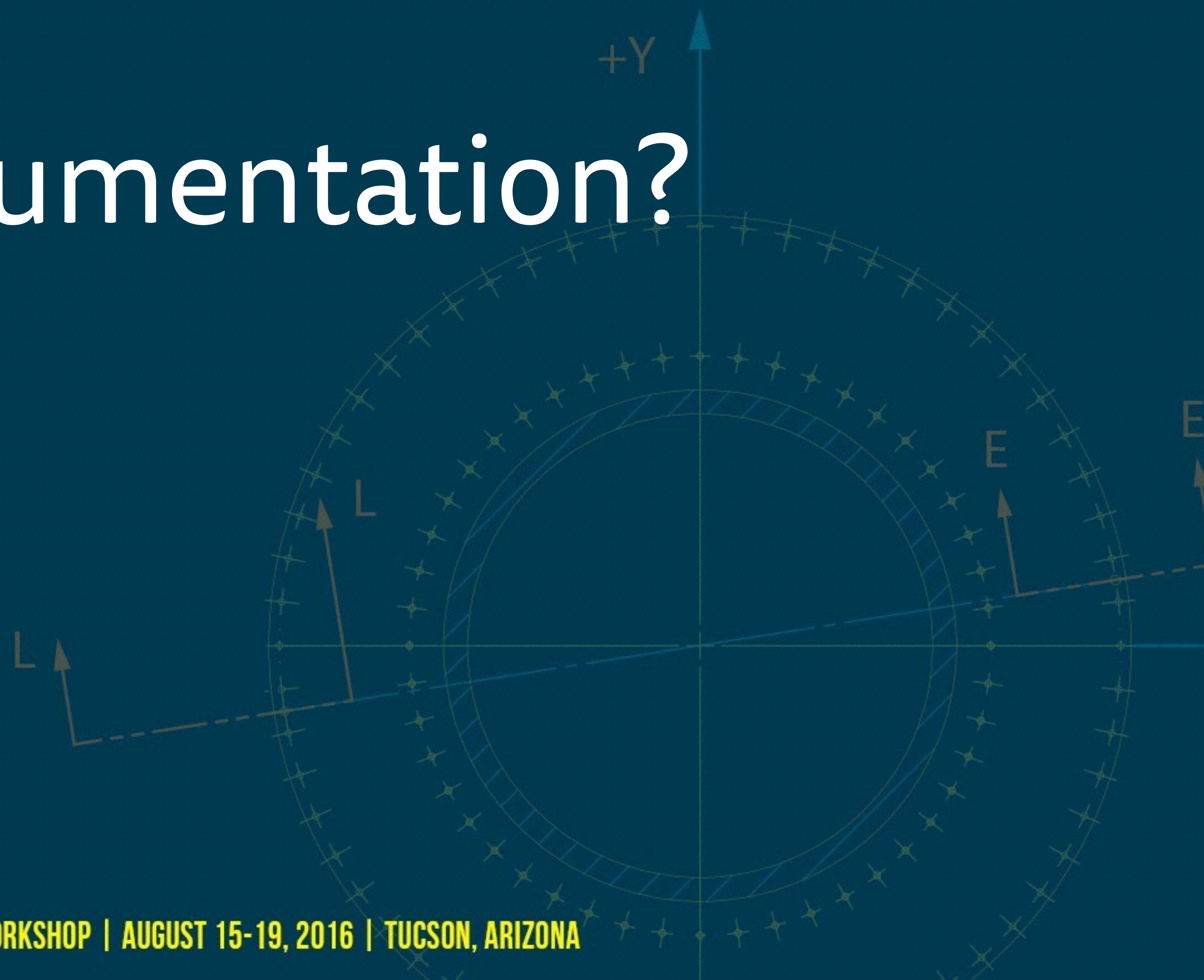
You're writing for the reader.

Remember the reader might not encounter your doc in the best circumstances.

# What is not documentation?

Source code.

Unit tests.



# Types of Documentation

**Tutorial**

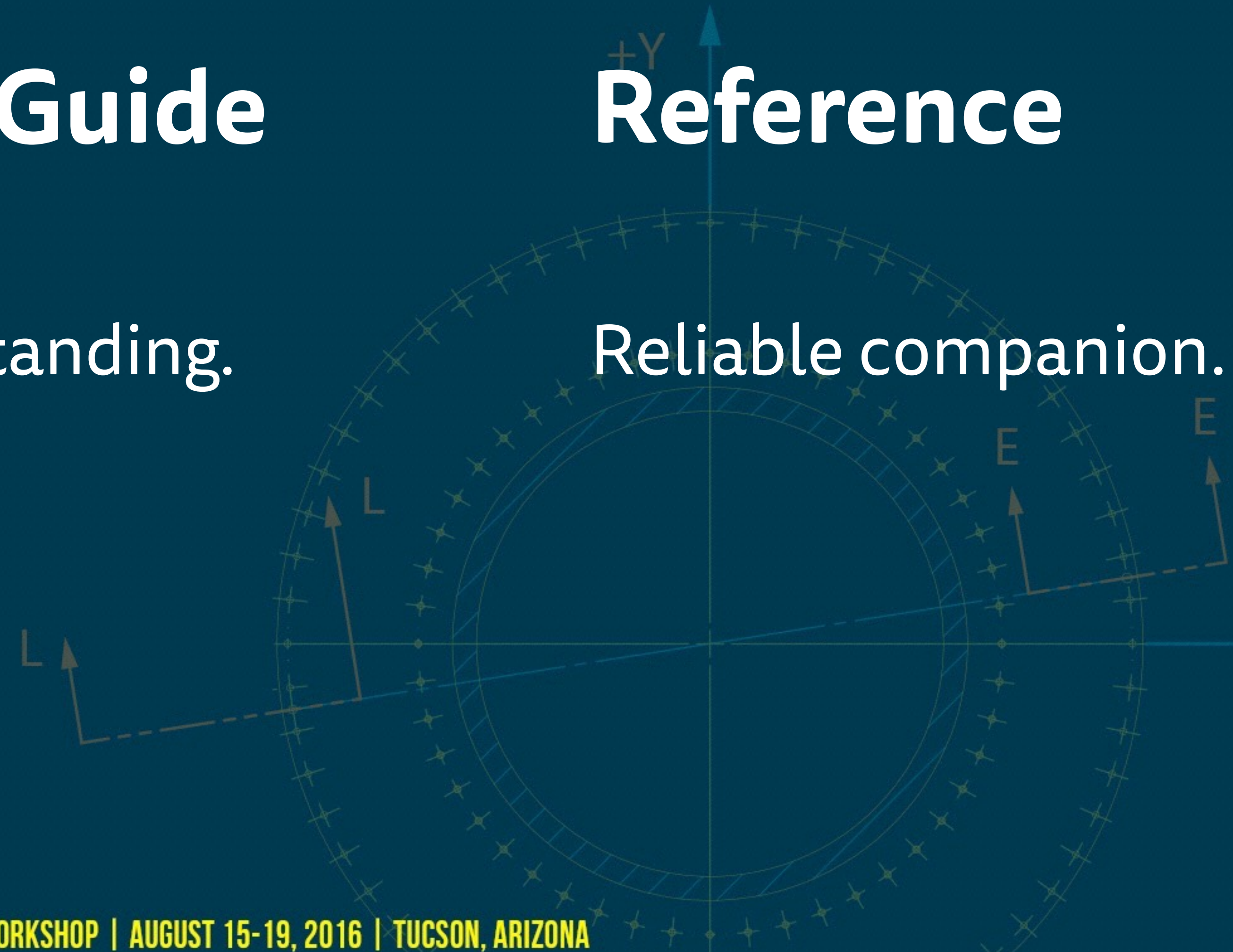
Experience.

**User Guide**

Understanding.

**Reference**

Reliable companion.





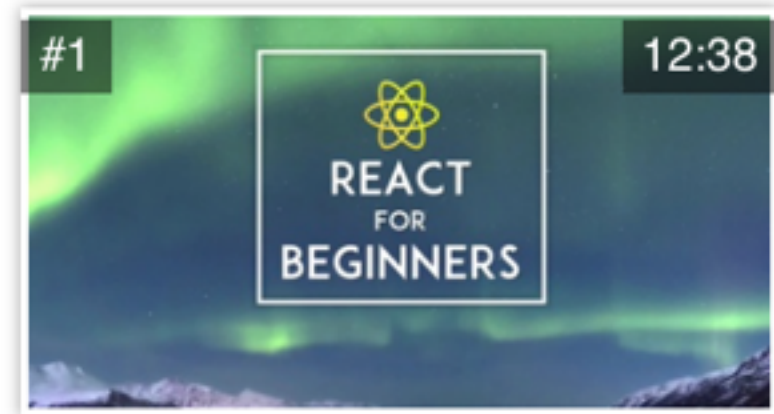
# Tutorials

- Give a realistic feeling for using the software on real projects
  - Conceptual docs for concepts & 'toy' examples; tutorials for real-world experience
- Demonstrate best practices
- Keep explanations light; link liberally to reference & concept docs
- 30 minutes or less: lunch break sized
  - Chain tutorials to do bigger, more complex things
- Railroad the reader towards a goal or product
  - Show how to arrive at solution, at every step. 'Exercise for the reader' doesn't cut it.
  - Show solution. Ideally we'd like to provide downloadable repos or notebooks.
- State pre-requisites up-front

# THE COURSE MODULES

Each video breaks down a specific part of React and allows for quick referencing in the future.

Just under 5 hours of video — learn React in an afternoon or two!



DEVELOPMENT ENVIRONMENT  
SETUP WITH GULP + BROWSERIFY



INTRODUCTION TO REACT  
COMPONENTS



WRITING YOUR FIRST  
COMPONENT



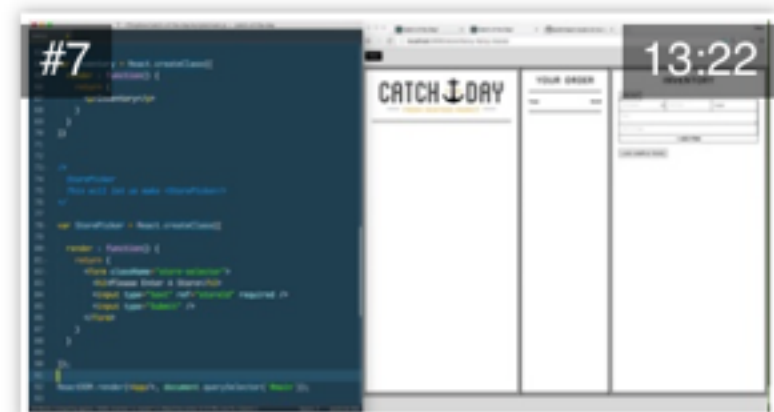
WRITING HTML WITH JSX



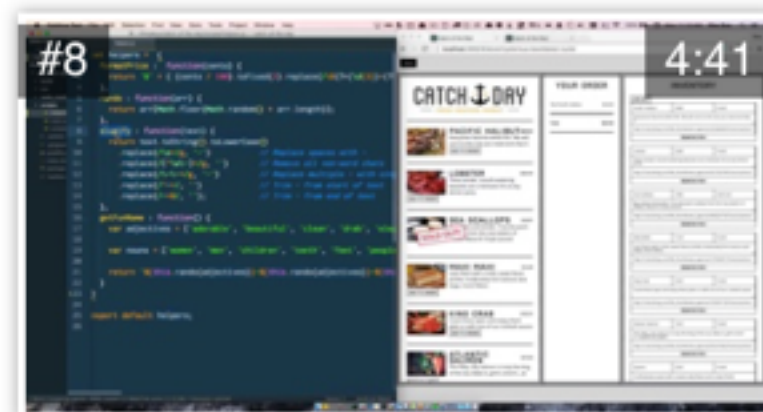
CREATING OUR APPLICATION  
LAYOUT WITH COMPONENTS



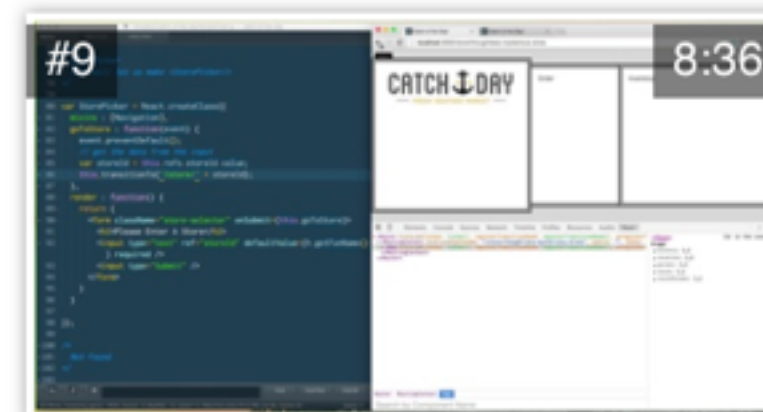
PASSING DYNAMIC DATA WITH  
PROPS



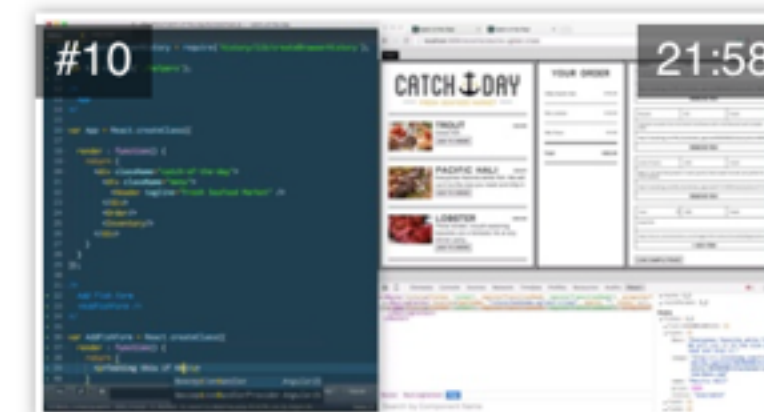
ROUTING WITH REACT ROUTER



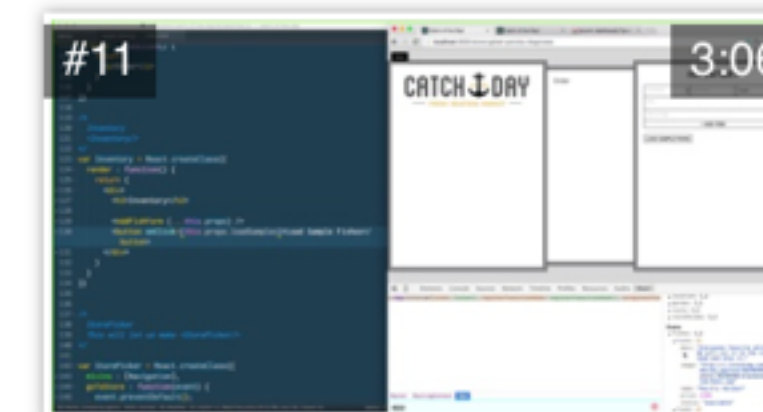
USING UTILITY : HELPER  
FUNCTIONS IN REACT



ALL ABOUT REACT EVENT  
LISTENERS



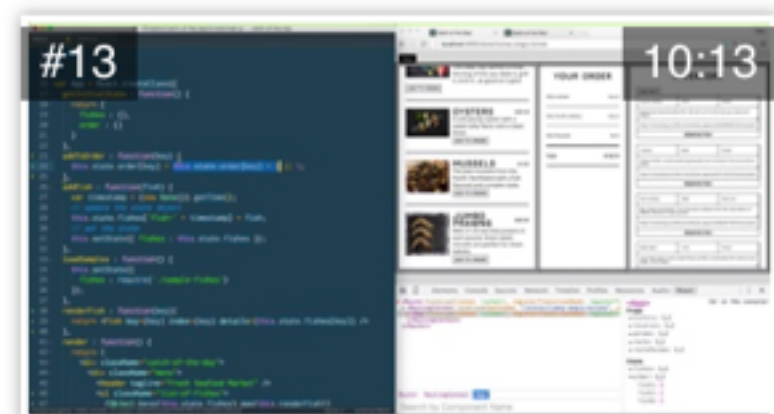
UNDERSTANDING STATE



LOADING DATA INTO STATE  
ONCLICK



DISPLAYING STATE WITH JSX



UPDATING OUR ORDER STATE



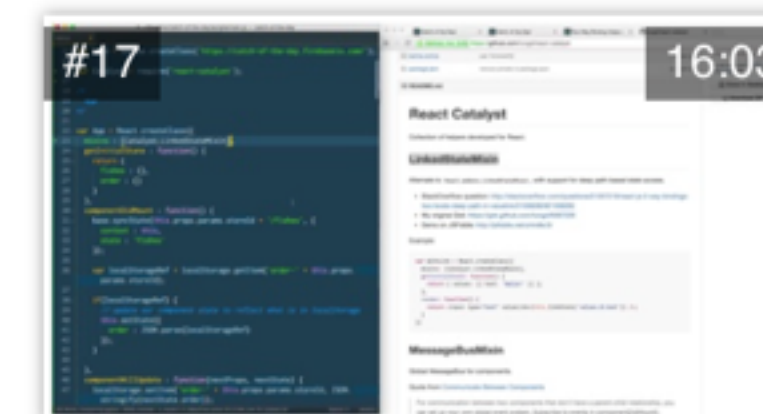
DISPLAYING OUR ORDER STATE  
WITH JSX



PERSISTING STATE WITH FIREBASE



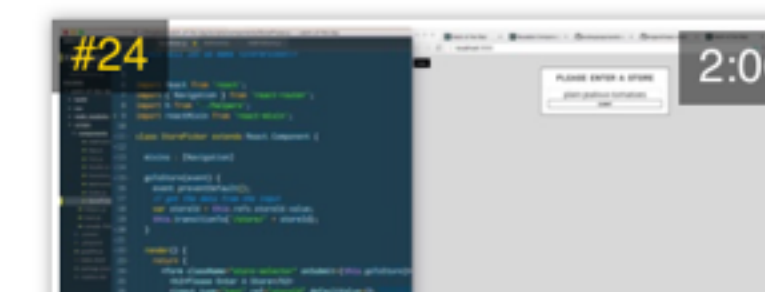
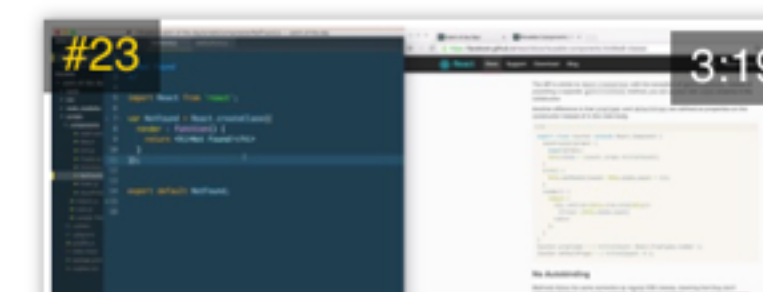
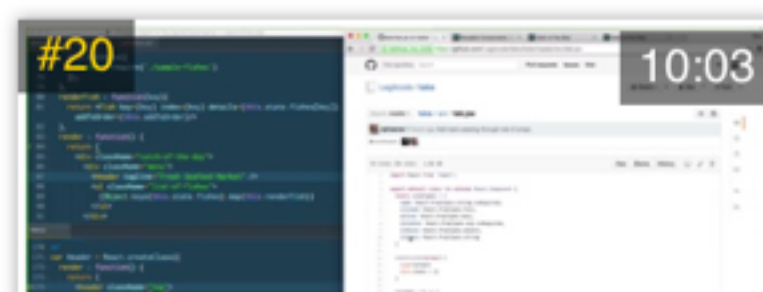
PERSISTING STATE WITH  
LOCALSTORAGE



BI-DIRECTIONAL DATA FLOW  
WITH LINKSTATE



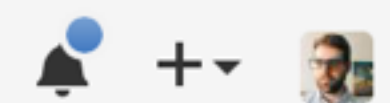
UPDATING AND DELETING STATE





This repository Search

Pull requests Issues Gist



wesbos / React-For-Beginners-Starter-Files

Unwatch 67 Star 946 Fork 397

Code Pull requests 1 Wiki Pulse Graphs

Starter files for learning React.js with React for Beginners https://ReactForBeginners.com

57 commits 1 branch 0 releases 9 contributors

Branch: master New pull request Create new file Upload files Find file Clone or download

wesbos added minimum node version Latest commit fd5b6df on Jun 2

01 - Introduction - Start Here	added minimum node version	2 months ago
04 - Writing HTML with JSX	Make sure counts are on top of each other instead of beside	8 months ago
05 - Creating our application layo...	Make sure counts are on top of each other instead of beside	8 months ago
06 - Passing dyanmic data with Pr...	Make sure counts are on top of each other instead of beside	8 months ago
07 - React Router	Make sure counts are on top of each other instead of beside	8 months ago
09 - The React Event System	Make sure counts are on top of each other instead of beside	8 months ago
10 - State	Make sure counts are on top of each other instead of beside	8 months ago
12 - Displaying State with JSX	Make sure counts are on top of each other instead of beside	8 months ago
13 - Adding fish to an order	Make sure counts are on top of each other instead of beside	8 months ago
14 - Displaying our Order State wi...	Make sure counts are on top of each other instead of beside	8 months ago
15 - Persisting State Data with Fir...	Make sure counts are on top of each other instead of beside	8 months ago
16 - Persisting State Data with loc...	Make sure counts are on top of each other instead of beside	8 months ago
17 - Three Way Data Binding	Make sure counts are on top of each other instead of beside	8 months ago

Realistic Railroading

Django makes it easier to build better Web apps more quickly and with less code.

[Get started with Django](#)

## Meet Django

Django is a high-level Python Web framework that encourages rapid development and clean, pragmatic design. Built by experienced developers, it takes care of much of the hassle of Web development, so you can focus on writing your app without needing to reinvent the wheel. It's free and open source.

[Download latest release: 1.10](#)

[DJANGO DOCUMENTATION >](#)

### Support Django!



Deby Lepage donated to the Django Software Foundation to support Django development. Donate today!

# Getting started with Django

Depending how new you are to Django, you can [try a tutorial](#), or just [dive into the documentation](#).

Want to learn more about Django? Read the overview to see whether Django is right for your project.

[DJANGO OVERVIEW ›](#)

---

## Install Django

Before you can use Django, you'll need to install it. Our complete installation guide covers all the possibilities; this guide will get you to a simple, minimal installation that'll work while you walk through the introduction.

[DJANGO INSTALLATION GUIDE ›](#)

---

## Write your first Django app

Installed Django already? Good. Now try this tutorial, which walks you through creating a



# Writing your first Django app, part 1

Let's learn by example.

Throughout this tutorial, we'll walk you through the creation of a basic poll application.

It'll consist of two parts:

- A public site that lets people view polls and vote in them.
- An admin site that lets you add, change, and delete polls.

We'll assume you have [Django installed](#) already. You can tell Django is installed and which version by running the following command:

```
$ python -m django --version
```

If Django is installed, you should see the version of your installation. If it isn't, you'll get an error telling "No module named django".

This tutorial is written for Django 1.10 and Python 3.4 or later. If the Django version doesn't match, you can refer to the tutorial for your version of Django by using the version switcher at the bottom right corner of this page, or update Django to the newest version. If you are still using Python 2.7, you will need to adjust the code samples slightly, as described in comments.

See [How to install Django](#) for advice on how to remove older versions of Django and install a newer one.



## Where to get help:

If you're having trouble going through this tutorial, please post a message to [django-users](#) or drop by [#django on irc.freenode.net](#) to chat with other Django users who might be able to help.

## Creating a project

If this is your first time using Django, you'll have to take care of some initial setup. Namely, you'll need to auto-generate some code that establishes a Django [project](#) – a collection of settings

Goals / end result

Prerequisites

## Write your first view

Let's write the first view. Open the file `polls/views.py` and put the following Python code in it:

```
polls/views.py

from django.http import HttpResponse

def index(request):
    return HttpResponse("Hello, world. You're at the polls
index.")
```

This is the simplest view possible in Django. To call the view, we need to map it to a URL - and for this we need a URLconf.

To create a URLconf in the polls directory, create a file called `urls.py`. Your app directory should now look like:

```
polls/
  __init__.py
  admin.py
  apps.py
  migrations/
    __init__.py
  models.py
  tests.py
  urls.py
  views.py
```

In the `polls/urls.py` file include the following code:

```
polls/urls.py

from django.conf.urls import url

from . import views

urlpatterns = [
    url(r'^$', views.index, name='index'),
]
```

Short paragraphs;  
clear instructions.

Checkpoints help a  
reader follow along.

## First steps

Are you new to Django or to programming? This is the place to start!

- **From scratch:** [Overview](#) | [Installation](#)
- **Tutorial:** [Part 1: Requests and responses](#) | [Part 2: Models and the admin site](#) | [Part 3: Views and templates](#) | [Part 4: Forms and generic views](#) | [Part 5: Testing](#) | [Part 6: Static files](#) | [Part 7: Customizing the admin site](#)
- **Advanced Tutorials:** [How to write reusable apps](#) | [Writing your first patch for Django](#)



# Conceptual Docs / User Guide

- **This is about teaching**
  - Think about the project's philosophy and teach that
  - Use clear, simple words (more on writing later)
- **Be comprehensive**
  - More details than tutorials, but still link frequently to reference
- **Use illustrative examples**
  - Examples can be stripped-down, but should work
  - Names should be relevant; avoid foo and bar

- Introduction
- Getting Started
- Using **table**
  - Construct table
  - Access table
  - Modify table
  - Table operations
  - Indexing
  - Masking
  - I/O with tables
  - Mixin columns
  - Implementation
- Reference/API
  - [astropy.table](#) Package
    - Functions
    - Classes
    - Class Inheritance Diagram

## Data Tables ([astropy.table](#))

### Introduction

[astropy.table](#) provides functionality for storing and manipulating heterogeneous tables of data in a way that is familiar to [numpy](#) users. A few notable capabilities of this package are:

- Initialize a table from a wide variety of input data structures and types.
- Modify a table by adding or removing columns, changing column names, or adding new rows of data.
- Handle tables containing missing values.
- Include table and column metadata as flexible data structures.
- Specify a description, units and output formatting for columns.
- Interactively scroll through long tables similar to using `more`.
- Create a new table by selecting rows or columns from a table.
- Perform [Table operations](#) like database joins, concatenation, and binning.
- Maintain a table index for fast retrieval of table items or ranges.
- Manipulate multidimensional columns.
- Handle non-native (mixin) column types within table.
- Methods for [Reading and writing Table objects](#) to files.
- Hooks for [Subclassing Table](#) and its component classes.

Currently [astropy.table](#) is used when reading an ASCII table using [astropy.io.ascii](#). Future releases of AstroPy are expected to use the [Table](#) class for other subpackages such as [astropy.io.votable](#) and [astropy.io.fits](#).

### Getting Started

The basic workflow for creating a table, accessing table elements, and modifying the table is shown below. These examples show a very simple case, while the full [astropy.table](#) documentation is available from the [Using table](#) section.

First create a simple table with three columns of data named `a`, `b`, and `c`. These columns have integer, float, and string values respectively:

```
>>> from astropy.table import Table
>>> a = [1, 4, 5]
>>> b = [2.0, 5.0, 8.2]
>>> c = ['x', 'y', 'z']
>>> t = Table([a, b, c], names=('a', 'b', 'c'), meta={'name': 'first table'})
```

If you have row-oriented input data such as a list of records, use the `rows` keyword. In this example we also explicitly set the data types for each column:

```
>>> data_rows = [(1, 2.0, 'x'),
...              (4, 5.0, 'y'),
...              (5, 8.2, 'z')]
>>> t = Table(rows=data_rows, names=('a', 'b', 'c'), meta={'name': 'first table'},
...           dtype=('i4', 'f8', 'S1'))
```

There are a few ways to examine the table. You can get detailed information about the table values and column definitions as follows:

v: stable

1. Introduction
2. Getting Started
3. Using {subpackage}
4. Reference/API

Quickly and clearly answer the question:

What is this? Will this solve my problem?

## Getting Started

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...           dtype=('i4', 'f8', 'S1'))
```

There are a few ways to examine the table. You can get detailed information about the table values and column definitions as follows:

```
>>> t
<Table length=3>
  a      b      c
int32 float64 str1
-----
  1      2.0    x
  4      5.0    y
  5      8.2    z
```

You can also assign a unit to the columns. If any column has a unit assigned, all units would be shown as follows:

```
>>> t['b'].unit = 's'
>>> t
<Table length=3>
  a      b      c
          s
int32 float64 str1
-----
  1      2.0    x
  4      5.0    y
  5      8.2    z
```

Finally, you can get summary information about the table as follows:

1. Introduction
2. Getting Started
3. Using {subpackage}
4. Reference/API

Show what it's like to use API with small examples.

Like a lightweight tutorial.

## Using `table`

The details of using `astropy.table` are provided in the following sections:

### Construct table

- Constructing a table
  - Examples
  - Initialization Details
  - Copy versus Reference
  - Column and TableColumns classes
  - Subclassing Table
  - Table-like objects

### Access table

- Accessing a table
  - Quick overview
  - Details

### Modify table

- Modifying a table
  - Quick overview
  - Caveats

### Table operations ¶

- Table operations
  - Grouped operations
  - Binning
  - Stack vertically
  - Stack horizontally
  - Join
  - Merging details
  - Unique rows

### Indexing

- Table indexing
  - Creating an index
  - Row retrieval using indices
  - Effects on performance
  - Index modes
  - Engines

### Masking

- Masking and missing values
  - Table creation
  - Table access
  - Masking and filling

1. Introduction
2. Getting Started
3. **Using {subpackage}**
4. Reference/API

Detailed, per-concept guides.

## Page Contents

### Table operations

- Grouped operations
  - Table groups
  - Manipulating groups
  - Column Groups
  - Aggregation
  - Filtering
- Binning
- Stack vertically
- Stack horizontally
- Join
  - Different join options
  - Non-identical key column names
  - Identical key values
- Merging details
  - Column renaming
  - Merging metadata
  - Merging column attributes
- Unique rows

## Table operations

In this section we describe higher-level operations that can be used to generate a new table from one or more input tables. This includes:

Documentation	Description	Function
<a href="#">Grouped operations</a>	Group tables and columns by keys	<a href="#">group_by</a>
<a href="#">Binning</a>	Binning tables	<a href="#">group_by</a>
<a href="#">Stack vertically</a>	Concatenate input tables along rows	<a href="#">vstack</a>
<a href="#">Stack horizontally</a>	Concatenate input tables along columns	<a href="#">hstack</a>
<a href="#">Join</a>	Database-style join of two tables	<a href="#">join</a>
<a href="#">Unique rows</a>	Unique table rows by keys	<a href="#">unique</a>

### Grouped operations

Sometimes in a table or table column there are natural groups within the dataset for which it makes sense to compute some derived values. A simple example is a list of objects with photometry from various observing runs:

```
>>> from astropy.table import Table
>>> obs = Table.read("""name    obs_date    mag_b    mag_v
...                M31      2012-01-02  17.0    17.5
...                M31      2012-01-02  17.1    17.4
...                M101     2012-01-02  15.1    13.5
...                M82      2012-02-14  16.2    14.5
...                M31      2012-02-14  16.9    17.3
...                M82      2012-02-14  15.2    15.5
...                M101     2012-02-14  15.0    13.6
...                M82      2012-03-26  15.7    16.5
...                M101     2012-03-26  15.1    13.5
...                M101     2012-03-26  14.8    14.3
...                """, format='ascii')
```

### Table groups

Now suppose we want the mean magnitudes for each object. We first group the data by the `name` column with the `group_by()` method. This returns a new table sorted by `name` which has a `groups` property specifying the unique values of `name` and the corresponding table rows:

```
>>> obs_by_name = obs.group_by('name')
>>> print(obs_by_name)
name  obs_date  mag_b  mag_v
----  -
M101  2012-01-02  15.1   13.5  << First group (index=0, key='M101')
M101  2012-02-14  15.0   13.6
M101  2012-03-26  15.1   13.5
M101  2012-03-26  14.8   14.3
M31   2012-01-02  17.0   17.5  << Second group (index=4, key='M31')
```

1. Introduction
2. Getting Started
3. **Using {subpackage}**
4. Reference/API

Lots of illustrative examples.

# Getting started with Django

Depending how new you are to Django, you can [try a tutorial](#), or just [dive into the documentation](#).

Want to learn more about Django? Read the overview to see whether Django is right for your project.

[DJANGO OVERVIEW ›](#)

---

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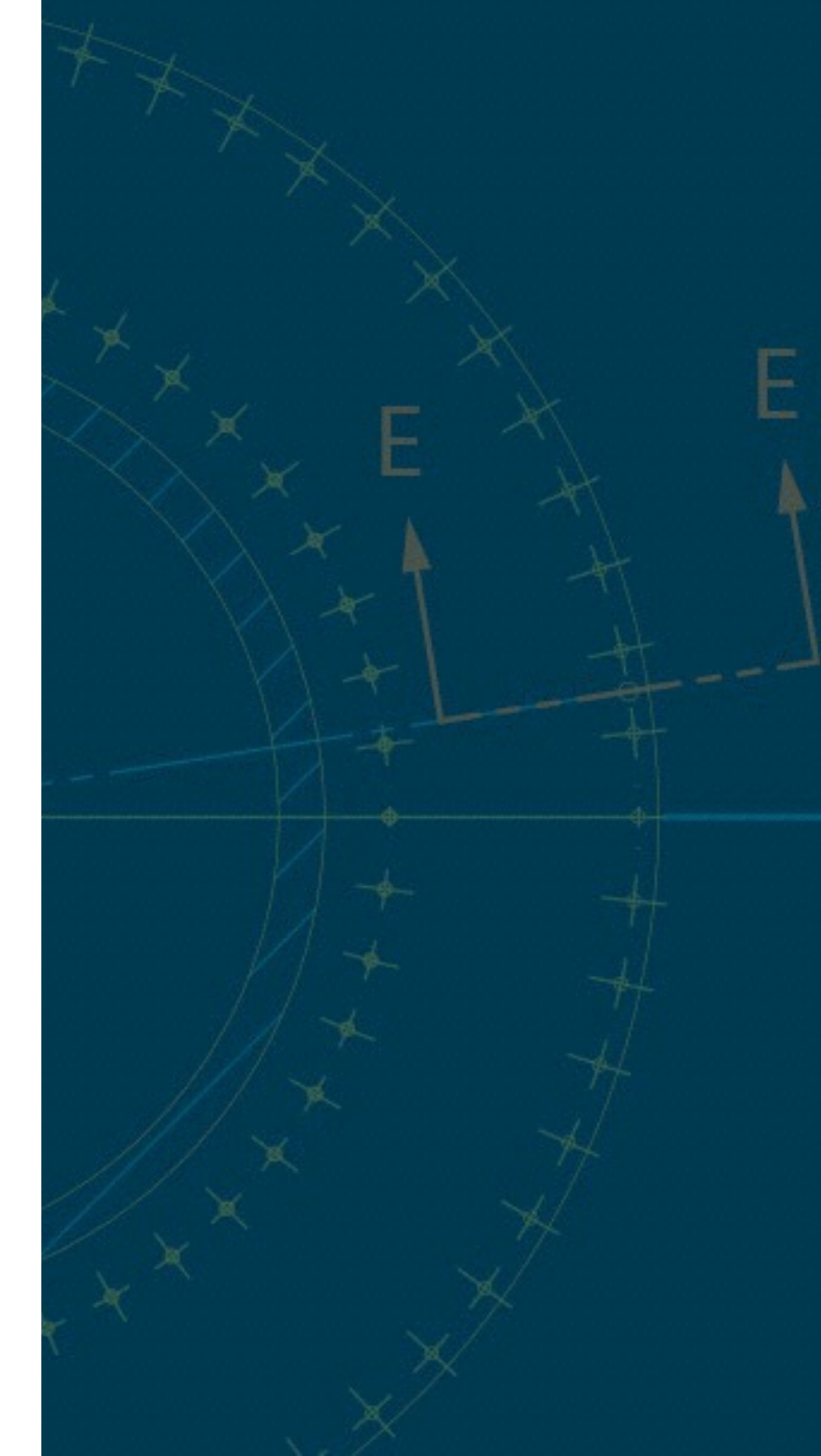
[DJANGO INSTALLATION GUIDE ›](#)

---

## Write your first Django app

Installed Django already? Good. Now try this tutorial, which walks you through creating a

# Revisiting Django.



Object-relational mapper -

Define your data models entirely in Python. You get a rich, dynamic database-access API for free — but you can still write SQL if needed.

[READ MORE >](#)

```
class Band(models.Model):
    """A model of a rock band."""
    name = models.CharField(max_length=200)
    can_rock = models.BooleanField(default=True)

class Member(models.Model):
    """A model of a rock band member."""
    name = models.CharField("Member's name", max_length=200)
    instrument = models.CharField(choices=(
        ('g', "Guitar"),
        ('b', "Bass"),
        ('d', "Drums"),
    ),
        max_length=1
    )
    band = models.ForeignKey("Band")
```

URLs and views +

Templates +

Forms +

Mini-concept guides  
markets Django and  
onboards users.

Links to full guide.

# Models

A model is the single, definitive source of information about your data. It contains the essential fields and behaviors of the data you're storing. Generally, each model maps to a single database table.

The basics:

- Each model is a Python class that subclasses `django.db.models.Model`.
- Each attribute of the model represents a database field.
- With all of this, Django gives you an automatically-generated database-access API; see [Making queries](#).

## Quick example

This example model defines a **Person**, which has a **first\_name** and **last\_name**:

```
from django.db import models

class Person(models.Model):
    first_name = models.CharField(max_length=30)
    last_name = models.CharField(max_length=30)
```

**first\_name** and **last\_name** are [fields](#) of the model. Each field is specified as a class attribute, and each attribute maps to a database column.

The above **Person** model would create a database table like this:

```
CREATE TABLE myapp_person (
    "id" serial NOT NULL PRIMARY KEY,
    "first_name" varchar(30) NOT NULL,
    "last_name" varchar(30) NOT NULL
);
```

Some technical notes:

- The name of the table, **myapp\_person**, is automatically derived from some model metadata but can be overridden. See [Table names](#) for more details.
- An **id** field is added automatically, but this behavior can be overridden. See [Automatic primary key fields](#).
- The **CREATE TABLE** SQL in this example is formatted using PostgreSQL syntax, but it's worth noting Django uses SQL tailored to the database backend specified in your [settings file](#).

## Using models

Once you have defined your models, you need to tell Django you're going to use those models. Do this by editing your settings file and changing the `INSTALLED_APPS` setting to add the name of the module that contains your `models.py`.

For example, if the models for your application live in the module `myapp.models` (the package structure that is created for an application by the `manage.py startapp` script), `INSTALLED_APPS` should read, in part:

```
INSTALLED_APPS = [
    #...
    'myapp',
    #...
]
```

When you add new apps to `INSTALLED_APPS`, be sure to run `manage.py migrate`, optionally making migrations for them first with `manage.py makemigrations`.

## Fields

The most important part of a model – and the only required part of a model – is the list of database fields it defines. Fields are specified by class attributes. Be careful not to choose field names that conflict with the [models API](#) like `clean`, `save`, or `delete`.

Example:

```
from django.db import models

class Musician(models.Model):
```



# Reference Guides

- API references extracted from code comments/docstrings
  - Formats: Numpydoc for Python, Doxygen for C++
- Used in many contexts: doc site, python help(), devs viewing code
- Strongly formalized format
  - One sentence summary
  - Parameters, returns, exceptions
  - Usage examples
  - Possibly also detailed notes, 'see also,' literature references for algorithms
- Separation between public API & internal implementation
  - '\_objects' are excluded; use public import paths
  - Use regular code comments for things an API user shouldn't know

# numpy.sin

`numpy.sin(x[, out]) = <ufunc 'sin'>`

Trigonometric sine, element-wise.

**Parameters:** `x : array_like`  
Angle, in radians ( $2\pi$  rad equals 360 degrees).

**Returns:** `y : array_like`  
The sine of each element of `x`.

**See also:**  
[arcsin](#), [sinh](#), [cos](#)

## Notes

The sine is one of the fundamental functions of trigonometry (the mathematical study of triangles). Consider a circle of radius 1 centered on the origin. A ray comes in from the  $+x$  axis, makes an angle at the origin (measured counter-clockwise from that axis), and departs from the origin. The  $y$  coordinate of the outgoing ray's intersection with the unit circle is the sine of that angle. It ranges from -1 for  $x = 3\pi/2$  to +1 for  $\pi/2$ . The function has zeroes where the angle is a multiple of  $\pi$ . Sines of angles between  $\pi$  and  $2\pi$  are negative. The numerous properties of the sine and related functions are included in any standard trigonometry text.

## Examples

Print sine of one angle:

```
>>> np.sin(np.pi/2.) >>>
1.0
```

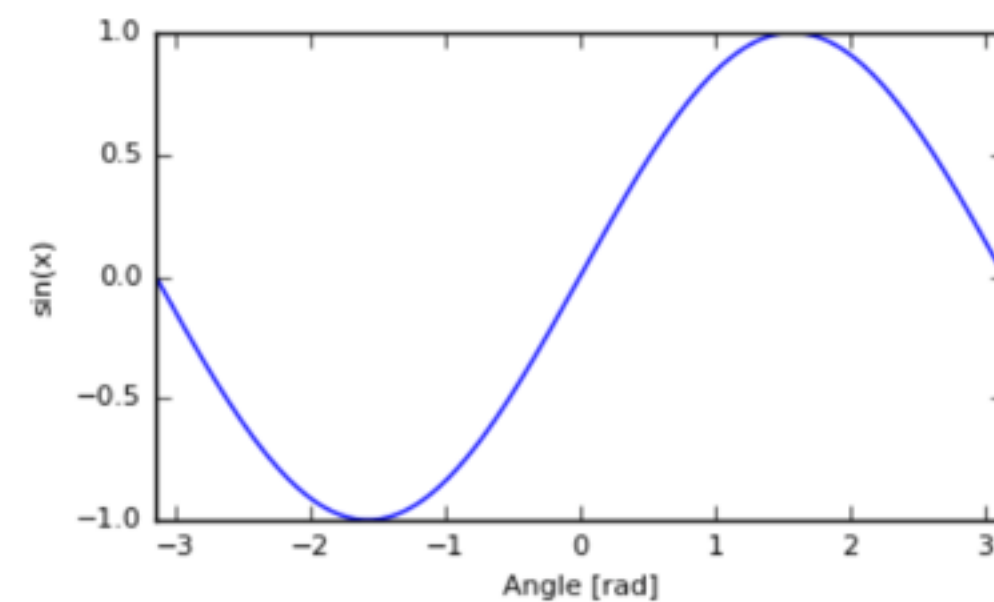
Print sines of an array of angles given in degrees:

```
>>> np.sin(np.array((0., 30., 45., 60., 90.)) * np.pi / 180. ) >>>
array([ 0.          ,  0.5         ,  0.70710678,  0.8660254 ,  1.         ])
```

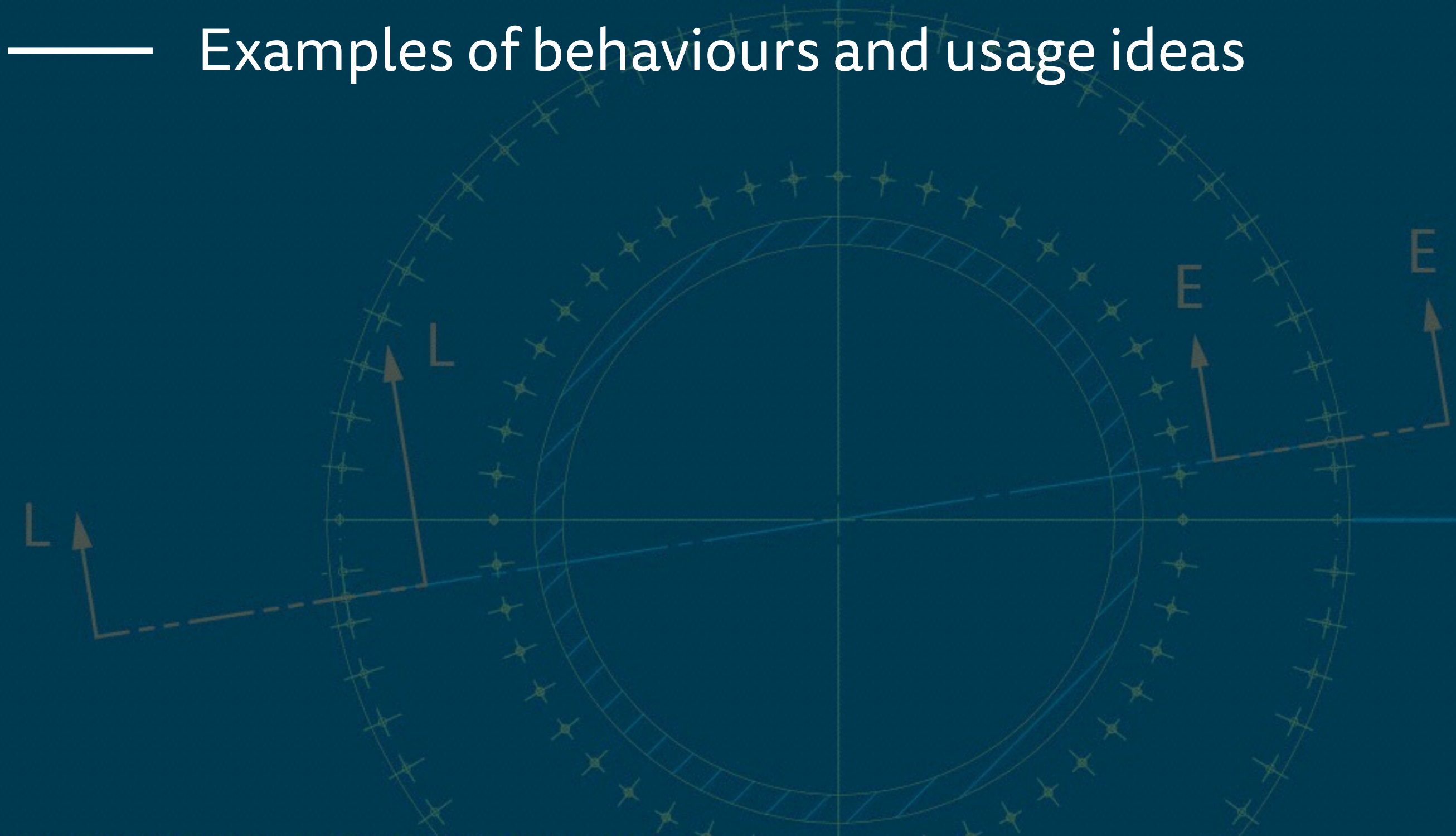
Plot the sine function:

```
>>> import matplotlib.pyplot as plt >>>
>>> x = np.linspace(-np.pi, np.pi, 201)
>>> plt.plot(x, np.sin(x))
>>> plt.xlabel('Angle [rad]')
>>> plt.ylabel('sin(x)')
>>> plt.axis('tight')
>>> plt.show()
```

([Source code](#), [png](#), [pdf](#))



- Signature (auto)
- One-sentence summary.
- Parameter/Return Details
- Helpful links
- Detailed explanation of behaviour; things users should be aware of
- Examples of behaviours and usage ideas



## astropy.table Package

## Functions

<code>hstack</code> (tables[, join_type, uniq_col_name, ...])	Stack tables along columns (horizontally)
<code>join</code> (left, right[, keys, join_type, ...])	Perform a join of the left table with the right table on specified keys.
<code>unique</code> (input_table[, keys, silent, keep])	Returns the unique rows of a table.
<code>vstack</code> (tables[, join_type, metadata_conflicts])	Stack tables vertically (along rows)

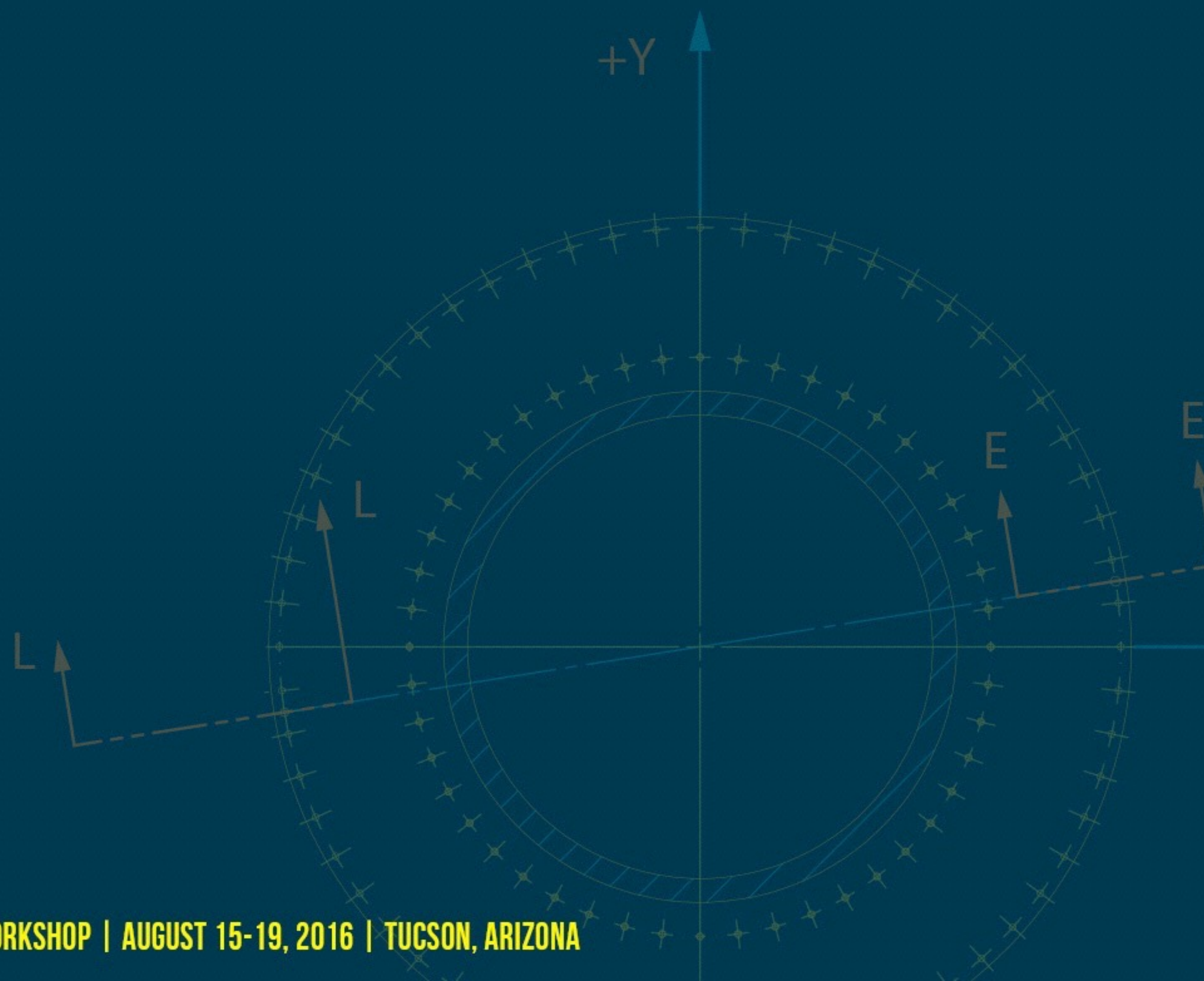
## Classes

<code>BST</code> (data, row_index[, unique])	A basic binary search tree in pure Python, used as an engine for indexing.
<code>Column</code>	Define a data column for use in a Table object.
<code>ColumnGroups</code> (parent_column[, indices, keys])	
<code>Conf</code>	Configuration parameters for <code>astropy.table</code> .
<code>FastBST</code>	alias of <code>BST</code>
<code>FastRBT</code>	alias of <code>BST</code>
<code>JSViewer</code> ([use_local_files, display_length])	Provides an interactive HTML export of a Table.
<code>MaskedColumn</code>	Define a masked data column for use in a Table object.
<code>NdarrayMixin</code>	Mixin column class to allow storage of arbitrary numpy ndarrays within a Table.
<code>QTable</code> ([data, masked, names, dtype, meta, ...])	A class to represent tables of heterogeneous data.
<code>Row</code> (table, index)	A class to represent one row of a Table object.
<code>SortedArray</code> (data, row_index[, unique])	Implements a sorted array container using a list of numpy arrays.
<code>Table</code> ([data, masked, names, dtype, meta, ...])	A class to represent tables of heterogeneous data.
<code>TableColumns</code> ([cols])	OrderedDict subclass for a set of columns.
<code>TableFormatter</code>	
<code>TableGroups</code> (parent_table[, indices, keys])	
<code>TableMergeError</code>	

One sentence summary from function/class docstrings used in API tables.

Writing a clear one-sentence summary is critical.

# Writing.



# Writing is hard work

**Writing is hard work.** A clear sentence is no accident. Very few sentences come out right the first time, or even the third time. Remember this in moments of despair. If you find that writing is hard, it's because it is hard.

— William Zinsser, *On Writing Well*

# Design scannable docs

From: *F-Shaped Pattern For Reading Web Content* by Jakob Nielsen, <http://ls.st/fzp>.

“Users won't read your text thoroughly in a word-by-word manner.

“The first two paragraphs must state the most important information.

“Start subheads, paragraphs, and bullet points with information-carrying words.



# Design scannable docs

- Most people don't read the web sentence-by-sentence.
- Use lots of meaningful headers.
- 2–3 sentence paragraphs.
- First one or two words of a paragraph should convey meaning.
- Use lists and typographic elements for structure.

# Craft sentences

- Write short sentences. Avoid trailing-on.
- Opt for active over passive voice.
- Use imperative for giving directions.
- But only using short or imperative sentences can make your writing cold. Use your ear and switch it up.



# Voice & Tone

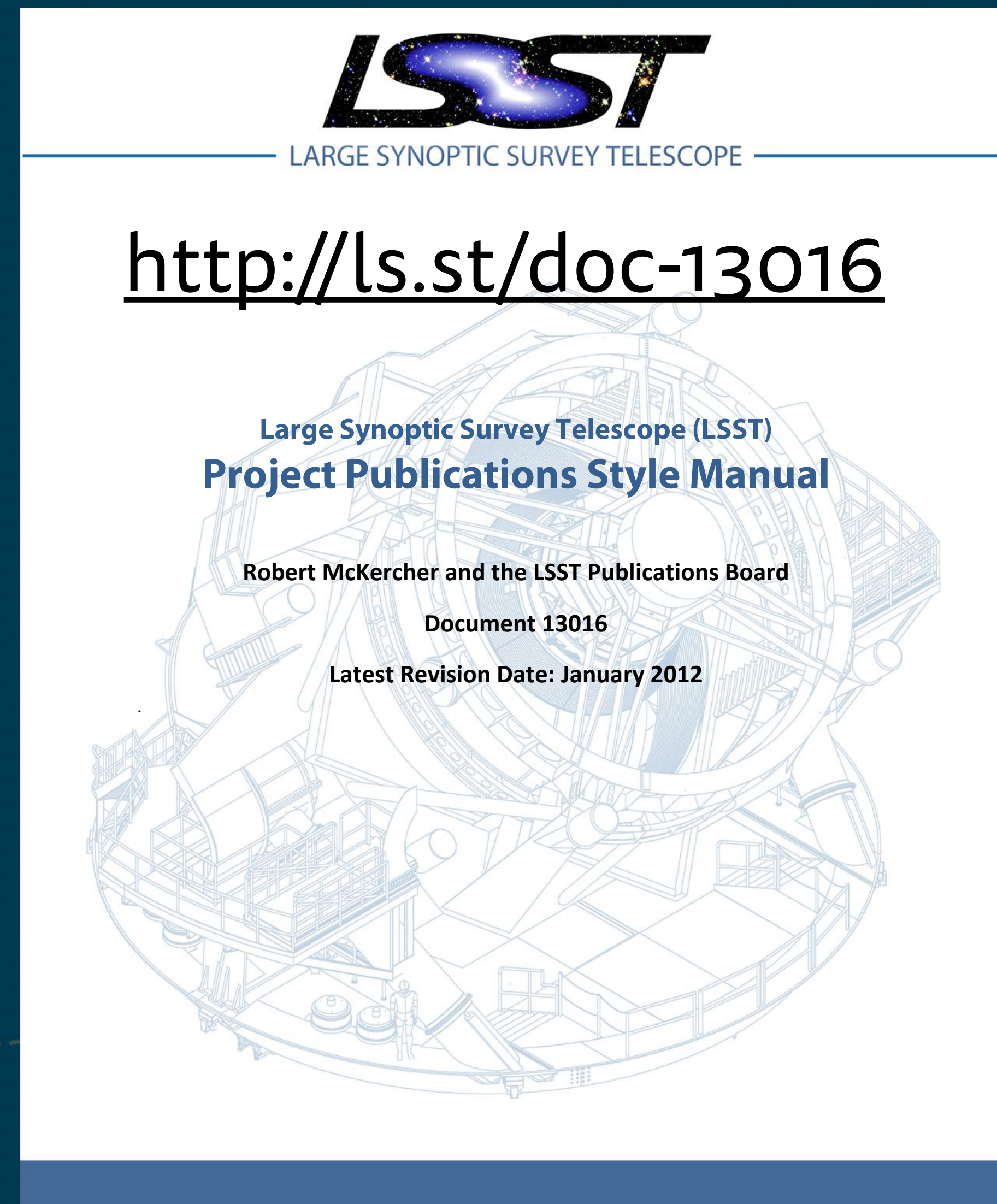
Voice is our organization's identity and personality

- As a group we [should] write with the same voice all the time.
- Is this our voice?
  - “[API] was taught to [functionality].”
  - “Then chant to following commands to gdb:”

Tone is how we write in context.

# Voice

LSST DM could benefit from an addendum to the LSST Style Manual that gives vocabulary and phrasing guidance.





GO TO SECTION

[Writing Goals and Principles](#)

[Voice and Tone](#)

[Writing About People](#)

[Grammar and Mechanics](#)

[Content Types](#)

[Web Elements](#)

[Writing Blog Posts](#)

[Writing Technical Content](#)

[Writing Legal Content](#)

[Writing Email Newsletters](#)

[Writing for Social Media](#)

[Writing for Accessibility](#)

[Writing for Translation](#)

[Creating Structured Content](#)

[Copyright and Trademarks](#)

[Word List](#)

## Welcome to the MailChimp Content Style Guide

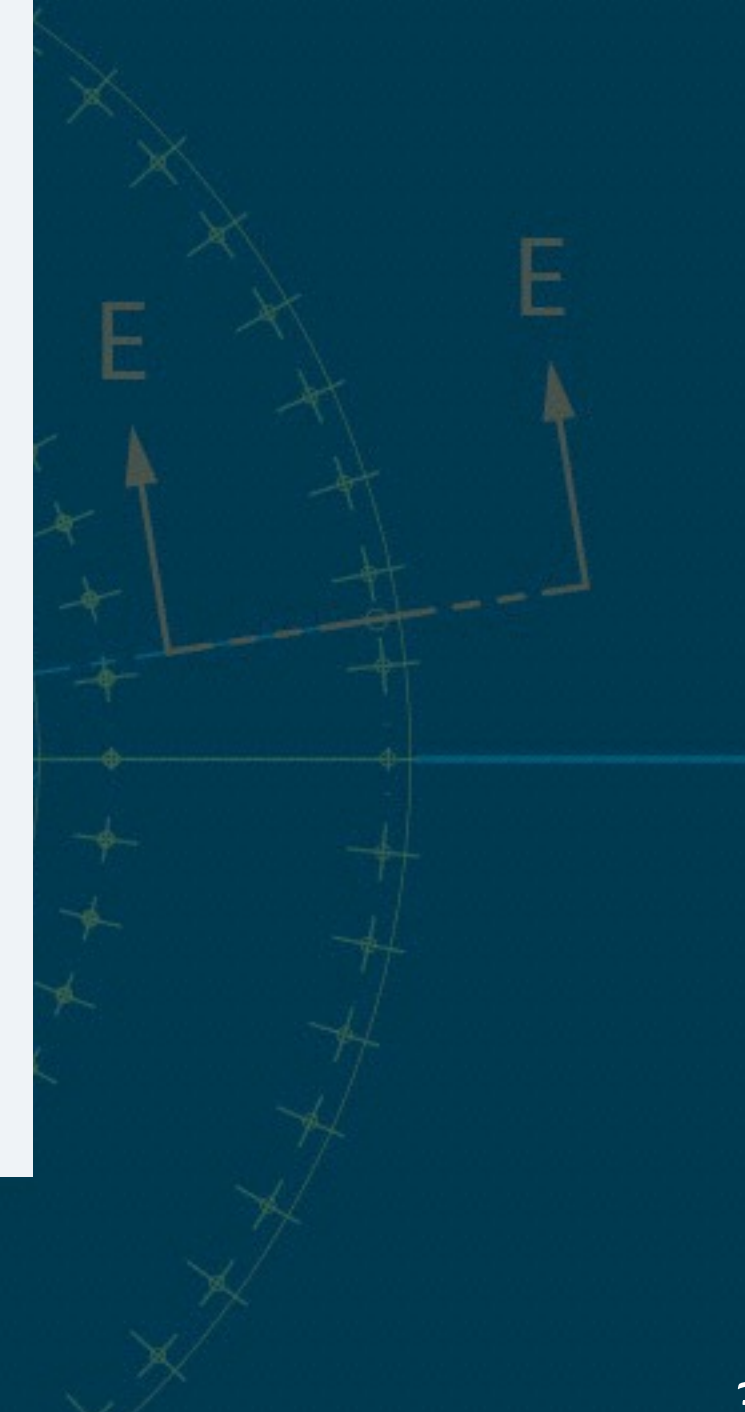
This style guide was created for MailChimp employees, but we hope it's helpful for other content and communications teams too.

### If you work at MailChimp

This is our company style guide. It helps us write clear and consistent content across teams and channels. Please use it as a reference when you're writing for MailChimp.

This guide goes beyond basic grammar and style points. It's not traditional in format or content. We break a number of grammar rules for clarity, practicality, or preference.

We've divided the guide by topic based on the types of content we publish, so you can reference it as needed or browse in order. The entire guide is searchable, so you can go straight to the item you're looking for.



**Voice & Tone**

**CONTENT TYPES**

- Success Message
- App Copy
- Company Newsletter
- Blog
- App Copy 2
- Public Site
- Video Tutorial
- Guide**
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account Form
- Public Site 2
- Press Release
- Public Site 3
- Legal Content
- App Copy 3

**GUIDE (GETTING STARTED)** ← →

**USER**

I want to learn how to use automation workflows. Hopefully this guide will help.

**USER'S FEELINGS**

- Curiosity
- Interest
- Optimism

**TIPS**

- ✓ Be an educator. Show people how easy it is to use MailChimp.
- ✓ Explain the benefits of MailChimp's features without sounding salesy.

**MAILCHIMP**

If your company plans to send different types of content to different segments of your subscriber list, then you should create one list for your company, and divide it into

# Voice & Tone

## CONTENT TYPES

- Success Message
- App Copy
- Company Newsletter
- Blog
- App Copy 2
- Public Site
- Video Tutorial
- Guide
- Twitter, Facebook
- Knowledge Base
- Guide 2
- Blog 2
- Create Account Form
- Public Site 2
- Press Release
- Public Site 3
- Legal Content
- App Copy 3

## KNOWLEDGE BASE (TROUBLESHOOTING)



### USER

I just don't understand why I'm getting these bounces, and I really don't have time to sort through these articles to figure it out.

### USER'S FEELINGS

- Confusion
- Annoyance

### TIPS

- ✓ Be straightforward. Your priority is to answer questions quickly, so people can get back to work.
- ✓ Avoid humor and marketing jargon.

### MAILCHIMP

A syntax bounce means the email address was entered incorrectly. Check for common typos, like "myemail@gmailcom."

# Be conversational in tone and write simply

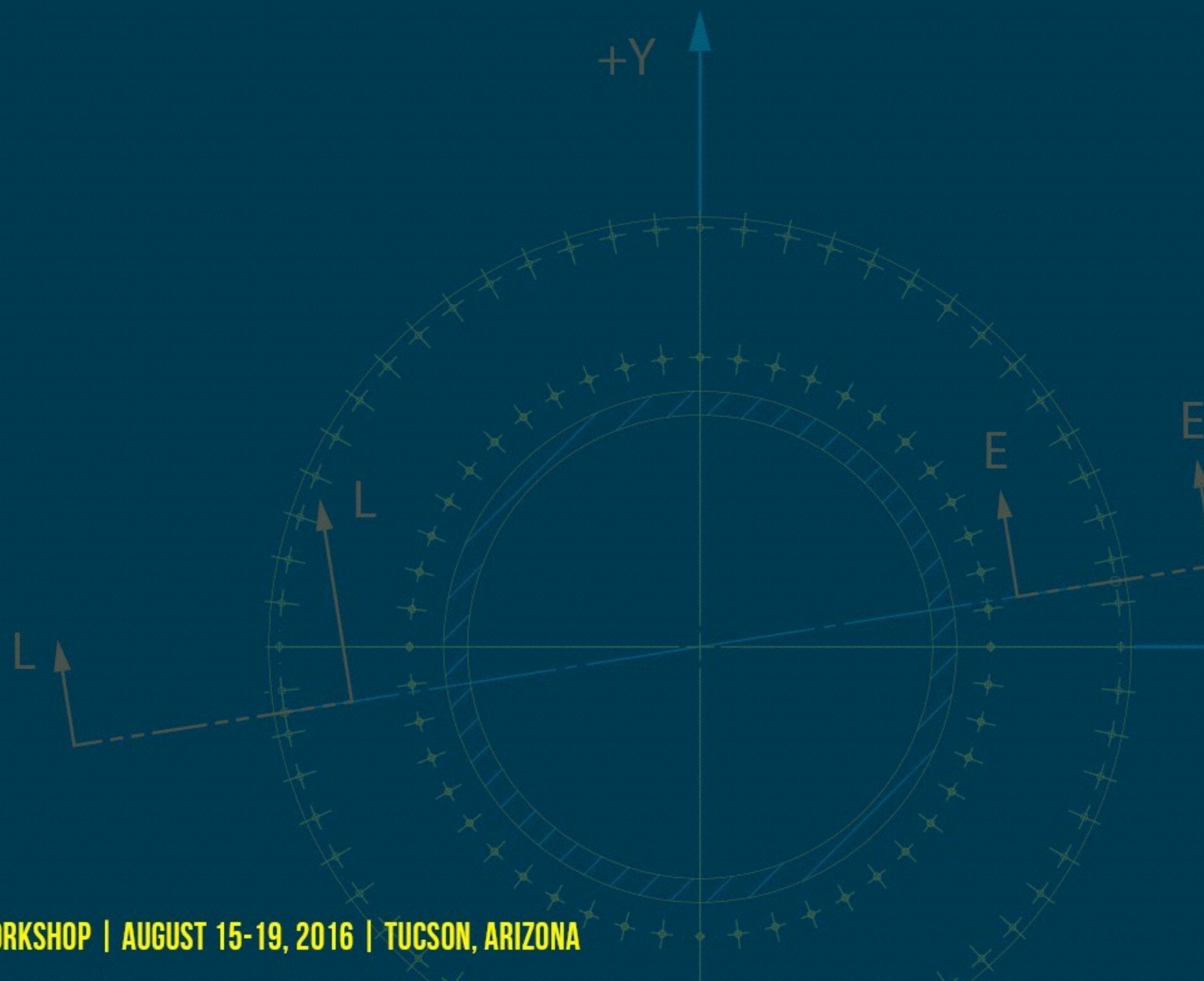
- Don't go out of your way to sound clever or smart
- Documentation is not like academic writing
- Use 5 cent words. Throw out your thesaurus.
- Write like you speak; contractions are fine

# Be honest and considerate

- Avoid the words “easy,” “trivial,” and “just.”
- Your readers are intelligent; they just don’t have your domain knowledge yet
- Adapt your tone for error messages and other tricky situations

Anticipate your reader’s emotions and context

# Editing



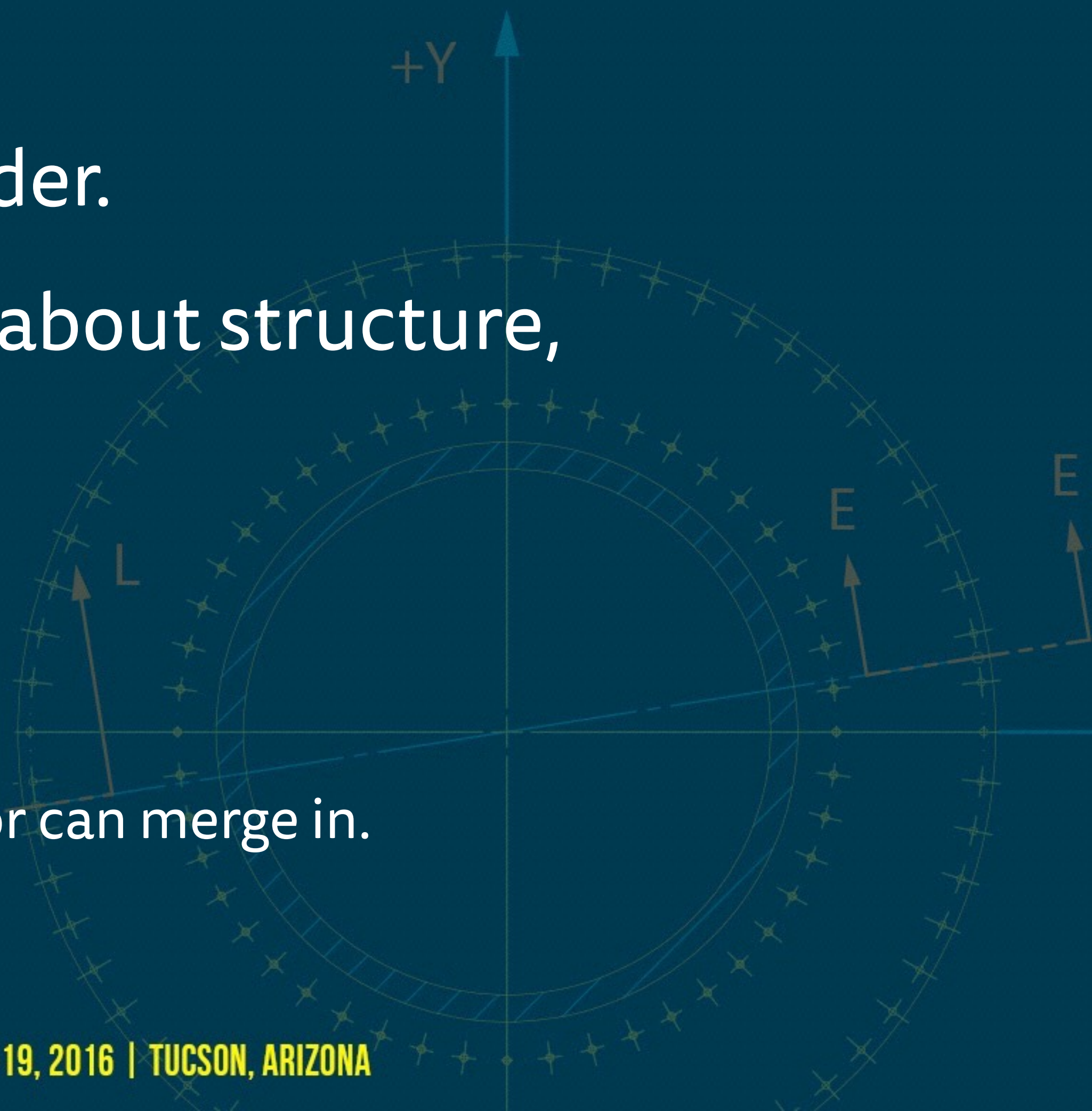


# Advice for Writers

- Be open to feedback.  
Writing is about communication, and the editor is the first person you connect with.
- Be up-front about the type of feedback you want.  
Structural organization? Technical check? Copy edits?
- Editing is a conversation.

# Advice for Editors

- Your job is to advocate for the reader.
- Use GitHub PR comments to talk about structure, flow, and content.
- Two options for copy editing:
  1. Edits in PR line comments.
  2. Commit edits on a new branch that the author can merge in.



# Some resources

## Books

- *Nicely Said* by Nicole Fenton and Kate Kiefer Lee. <http://ls.st/6fl>

## Web

- Write the Docs conference videos. <http://ls.st/4gu>
- Jacob Kaplan Moss's series on documentation. <http://ls.st/d6w>
- *Teach, Don't Tell*, by Steve Losh. <http://ls.st/2h2>
- *Cooking up Effective Technical Writing* by Sally Jenkinson for 24ways. <http://ls.st/owh>
- Mailchimp's *Content Style Guide*. <http://ls.st/9jo>
- *Writing for the Web*. Dalhousie University. <http://ls.st/i5d>