

Best Practices for State Publications

February 2025

Publications

1. Be sure the publication has a prominent and easily discernible title.
2. Include the date of publication/release/production on the publication itself, not just in the filename.
3. If the newsletter is posted to an agency website, please provide a .pdf option.
4. Include a PDF version if the publication is in a different format
 - a. We cannot collect the following formats:
 - PowerPoints
 - Spreadsheets
 - JPEGs, TIFs
 - MailChimp Newsletters (to convert a MailChimp newsletter to PDF: <https://mailchimp.com/help/save-or-print-a-sent-email-campaign/>)
5. If replacing a print or electronic publication with an updated version, include a revision date so we know the publication has been updated.
6. Minor corrections don't need a new version; significant new information constitutes a new version.

File Names

7. Don't make long file names - no more than 40 characters if possible.
8. Avoid using capital letters and spaces. Use lower-case letters and underscores “_”
 - a. **Incorrect Example:** 2023 Corporate Income, Franchise, and Insurance Tax Bulletin.pdf
 - b. **Correct Example:** 2023_corporateincome_franchise_bulletin.pdf
9. Don't reuse file names
10. Additional examples for file naming see the N.C. State Archives Best Practices for File Naming: <https://archives.ncdcr.gov/best-practices-file-naming/open>

Accessibility

11. For accessibility guidelines, see the N.C. Digital Accessibility Community of Practice (A11y CoP) pdf accessibility guidelines: <https://it.nc.gov/documents/making-your-pdf-accessible-basics/download?attachment>