

# Citation and Writing Style Guide

# Citation Guide

Ensure all references to Lightcast® follow our standard spelling: “Lightcast” (never “Light cast” or “LightCast”). All of the below are acceptable:

- according to Lightcast,
- according to Lightcast, a labor market analytics company,
- according to Lightcast Senior Economist John Smith,
- Data source: Lightcast

Graphics or citations to data directly pulled from Lightcast products should include the current year, e.g. “Copyright 2024 Lightcast,” or “© 2024 Lightcast.”

For internal or external graphs, portals, or iframes generated using Lightcast data (e.g. presentation decks, data dashboards or graphs, or in-product data displays), citations should read "powered by Lightcast" (or "powered by Lightcast data") in close proximity to the data displayed. See Assets, pg 4.

In all cases, attribute Lightcast only, and do not attribute the name of the specific product the data is pulled from, such as “Analyst” or “Alumni Pathways.”

In all cases where Lightcast is cited in an electronic format, the citation should hyperlink to [lightcast.io](https://lightcast.io).

Always ensure legibility and a clear distinction between your products, other data sources, and Lightcast data.

# How do I cite a Lightcast research report?

Use the standard citation guidelines relevant to your publication, such as MLA, APA, or Chicago style. Ensure that the title of the report, the year of the report, and “Lightcast” are clearly identified.

EXAMPLE :

“The Global Skills Marketplace: Using Remote Work to Solve the Talent Crisis.” Lightcast, 2023. [lightcast.io/resources/research/global-remote-work-solutions](https://lightcast.io/resources/research/global-remote-work-solutions)

# How do I cite Lightcast in press and media?

When Lightcast data or experts are quoted in text, attribute Lightcast within the context of the paragraph.

EXAMPLES :

- “According to Lightcast, a labor market analytics company, North American employers have increased remote workers from South America by 70% in the last three years.”
- “The latest report provides reason for optimism, according to Lightcast Senior Economist Ron Hetrick.”

For data visualizations, such as charts or graphs, provide a clear citation near the display that includes “Lightcast” and the date, e.g. “Data Source: Lightcast, 2024.”

# How do I cite Lightcast data that predates a rebrand/merger?

The two companies Emsi and Burning Glass Technologies merged in 2021, taking the name “Emsi Burning Glass.” In 2022, we rebranded to “Lightcast.”

Lightcast is our preferred citation in all circumstances, regardless of whether the relevant data predates the rebrand or merger.

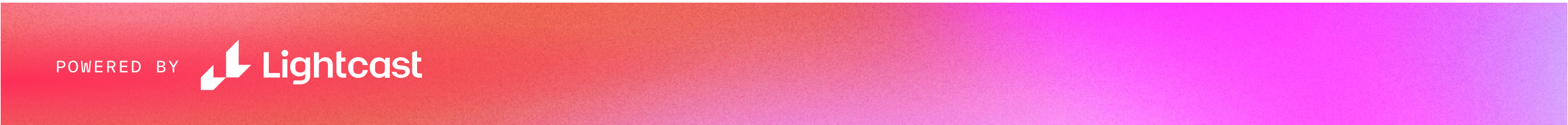
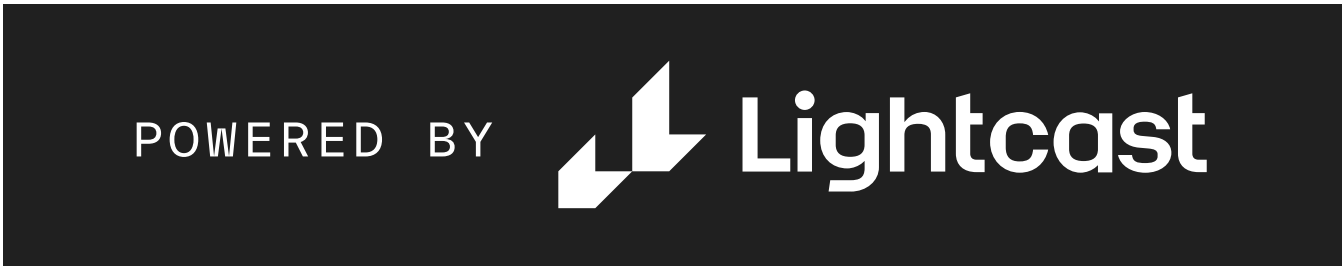
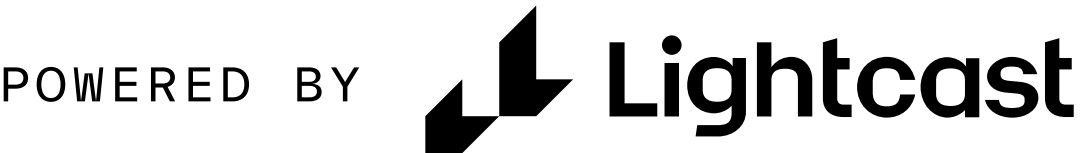
- For example, if a client uses Analyst to pull data from 2018-2024, the citation should be to Lightcast even though the data includes years before the brand or was collected before the merger of Emsi and Burning Glass Technologies.
- A data series that covers a pre-merger or pre-rebrand period should also cite Lightcast, because the current company is still the one providing the historical data—so an analysis pulled from Analyst covering 2017-19 would be cited as “powered by Lightcast”).

The exceptions would involve data or research published before the rebrand that have not been updated or rebranded. In these cases, use the company name branded on the report (Emsi, Burning Glass Technologies, or Emsi Burning Glass), but include a callback to Lightcast where possible.

For example: “According to Rural’s Rise, a research report from Emsi Burning Glass (now Lightcast), salaries of jobs growing in rural areas are on average 20% higher than all jobs in those areas.”



Please refer to these “Powered by  
Lightcast” logo lockups and sample  
banners for guidance on proper  
attribution. [Download link](#)



# Writing Guide

This guide sets out general rules for style and consistency in copy created by Lightcast and intended for external audiences, such as marketing materials, reports, or presentations.

The basics covered here apply to grammar and style concerns; for tone of voice, visual identity, or other questions about how Lightcast content should look and feel, consult the Brand Guidelines available on the [Lightcast Press Room webpage](#). If a point of style is not covered here, your first reference should be the Chicago Manual of Style. [The FAQs on their website cover most concerns.](#)

As a global company, Lightcast operates in many countries where UK spelling and style is the standard. In these countries, use the style guides provided by [The Economist](#) or the [UK government](#). In either case, be consistent: use American English or UK English, but don't mix the two.

Style and punctuation exist to provide clarity and consistency, but obviously what you write is much more important than how you punctuate it. When writing or presenting, simplicity is your friend. The classic writing guide that embodies this principle is [Strunk and White's Elements of Style](#).

**Abbreviations**

Keep abbreviations clean with no periods: US, UK, DC, PhD (not U.S., U.K., D.C., Ph.D.)

Times are an exception to the rule: a.m. and p.m. take periods and are lowercase.

See also: Time, Date, and Place

**Academic degrees**

These are possessive when spelled out (bachelor’s degree, master’s degree, associate’s degree). The exception is the doctoral degree. Do not use periods when abbreviating degrees (BA, JD, PhD are all correct).

See also: Majors

**Acronyms**

Spell out the name on first reference, then use the acronym on subsequent references if appropriate. You may add the acronym in parentheses after the first reference if it improves clarity, i.e., Bureau of Labor Statistics (BLS). But this is not required.

Avoid the alphabet soup effect—too many acronyms makes copy hard to read. As long as the context is clear, it’s perfectly acceptable to use “the association, “the company,” or “the university” on second reference.

Some corporations have adopted their acronym as their official name (IBM, KFC). In these cases always use the acronym. The acronyms for some government agencies have become so famous (or their full names so cumbersome) that they can be used on first reference (FBI, NASA). This won’t come up very often, so when in doubt, spell it out.

Do not use periods in acronyms.

**Ampersand**

Generally, the word “and” is preferred to the “&” symbol. However, ampersands may be used in headlines, tables, and in other cases where else space is at a premium. Ampersands should also be used when part of a company’s formal name (e.g. Procter & Gamble).

**Analytical concepts**

Terms that Lightcast has developed to explain the labor market are generally lowercase and may be put in quotes on first reference: for example, “disruptive skills” or “demographic drought.”

See also: Demographic drought

**APIs**

Not “API’s” (plural, not possessive).

**CEO**

Acceptable as a title and in all references to chief executive officer.

Cities, states, provinces, and nations

As a global company, this gets complicated, but we generally follow these rules:

- When you are referring to a country alone or in a list, spell it out (“Lightcast has offices in the United States, the United Kingdom, Canada, Italy, India, and New Zealand.”).
- When you are referring to a state or province alone, spell it out (California rather than CA, New South Wales rather than NSW, Ontario rather than ON).
- When you are referring to cities, follow the Associated Press list of cities that are famous enough to stand alone without a state or country following them (with the exception of Moscow, Russia). For other cities, use the postal abbreviation for states.
- Following those guidelines, Lightcast has offices in the following cities:
  - Boston
  - Basingstoke, UK
  - Chennai, India
  - Christchurch, New Zealand
  - Milan
  - Montreal
  - Moscow, ID

Copyright

Our copyright notice is © 2024 Lightcast. On proprietary material for clients, the copyright should be © 2024 Lightcast – Proprietary and Confidential.

There is no legal necessity to go back and change copyrights on material that predates the rebrand or Emsi Burning Glass merger. All rights automatically pass to the new organization.

“Copyright” and the © symbol refer to published works. A website or research report falls under copyright. “Trademark” and the ™ and ® symbols refer to proprietary and identifying terms, like a logo or company name.

Cybersecurity is one word

Data

Following BLS guidelines, we treat “data” as a plural noun (“The data allow,” rather than “The data allows.”) The phrase “According to the data,” helps avoid awkward usage.

Dates

May follow either the American or UK format, depending on the audience: both October 31, 2021 or 31 October 2021 is acceptable. However, the numeral stands alone in dates: do not use st, nd, or rd after the numeral (January 7, not 7th).

The longer names of months and days may be abbreviated (Jan. for January; Mon. for Monday, etc).

Demographic drought

When referring to the analytical concept, this should be lowercase and in quotes on first reference, but when referring to the title of the report, use capitals and its full title: “The Demographic Drought.” Avoid the legacy term “sansdemic” to avoid raising parallels to COVID-19.



Emphasis

Use italics (not underlining or bold) for normal textual emphasis. Example: “Data are not the only solution.”

Emsi Burning Glass

The former name of the company created when Burning Glass Technologies and Emsi merged in June 2021. Lightcast, our current name, should be used in all cases unless it is specifically necessary to refer to the company as it existed from June 2021 to June 2022.

Ethnic and Racial Groups

Uppercase when referring to demographic groups: Black, Hispanic, Latino, Asian, Native American, and so on. Do not hyphenate. The term “white” is lowercase in copy but may be uppercase for consistency in a table.

Black is preferred to African American. Hispanic, Latino, or Latinx are all acceptable, so follow the preference of the source or partner. As a global company, there are many additional demographic categories that may need consideration, so follow local best practices when those situations arise.

Headlines

Headlines are in title case. Online tools like [Title Case Converter](#) can do this for you (make sure you select “Chicago”), or the full guidelines are below:

- Capitalize all major words (nouns, pronouns, verbs, adjectives, adverbs, and conjunctions four letters or longer)
- Capitalize all verbs, even short ones: Am, Is, Are, Was, Be
- Lowercase the articles a, and, the
- Lowercase prepositions, regardless of length, except when they are used adverbially or adjectivally (Look Up, Turn Down, Come To, etc.) or when they compose part of a Latin expression used adjectivally or adverbially (De Fato, In Vitro, etc.)
- Lowercase conjunctions that are fewer than four letters (and, but, for, or, nor)
- There is no period at the end of a headline.

Health care, not healthcare

Help desk, not helpdesk

Help Wanted OnLine

The formal name of the monthly product produced in partnership with The Conference Board is The Conference Board-Lightcast Help Wanted OnLine® (HWOL). Note the placement of the registered trademark symbol and the uppercase L in OnLine.

See also: Trademarks



Internet terms

Follow the Chicago Manual:

- Email without a hyphen. Normally email addresses should be written as they are used. In cases where attracting spam is a concern, addresses may be spelled out to minimize the problem (e.g., jdoe (at) lightcast (dot) io).
- Use a hyphen when using “e” as a prefix (e-newsletter), unless it’s part of a formal product or company name (eHarmony, eBay).
- The term “internet” is lowercase.
- Programming languages, platforms, and apps are treated as proper names: Java, Python, C++, Unix, Wordpress, Tinder. HTML is acceptable in all references when referring to hypertext markup language.
- The term “website” is one word and is not capitalized.
- URLs: The initial http://www in a URL may be dropped in copy—lightcast.io is sufficient for our website.

Majors (fields of study)

Do not capitalize except when they are a proper name. A major in foreign languages or literature would not be capitalized, but a degree in English or French would.

Middle-skill

Has a hyphen when referring to jobs that require more than a secondary education but less than a bachelor’s degree.

Names

Since the use of names varies around the world, follow local conventions. For example, in East Asia it is common to capitalize the surname, since the given name and surname are not always in Western order.

Numerals and numbers

Generally, numbers from zero to nine should be written out in copy, while 10 and above should be expressed in numerals, unless used in a percentage.

Do not begin a sentence with a numeral. You should either spell out the numeral ("Seventy-six" rather than "76") or rewrite the sentence.

See also: Percentages

Occupational categories, groups, title/names

Capitalize these when used as occupational categories (Retail Sales Assistant, Construction Supervisor, Mechanical Drafter) but do not use them as formal titles before a name. For example: “Demand for Software Developers is up 4% year over year.”

Occupational groups are also capitalized (Office and Administrative Support, Business and Financial Operations). This follows the federal government’s style on Standard Occupational Categories (SOCs).

Our proprietary Lightcast Occupation Taxonomy categories (LOT) should also be capitalized for consistency.

Percentages

Should always be expressed in numerals. The % sign is acceptable in all references when used with a specific number (8%). In other cases, spell out the word percent.

Phone numbers: We use parentheses and spaces to separate numbers and include the international calling code. So for example:

+1 (617) 227 4800

+44 (0) 20 3239 3981

Pronouns

He, she, and they are all acceptable as singular pronouns, per the Chicago Manual. “They” and “their” is preferable to “he/she” or “his/her” when you are writing generically rather than about a specific person. (“A user can select their own password” rather than “A user can select his/her own password.”)

Punctuation

- Use single (not double) space between sentences.
- Use a single space after a period.
- Use the Oxford (serial) comma in a series: “this, that, and the other thing.”
- Use the em dash (—) within prose, without spaces.
- Use the en dash (–) to show time spans, year spans, etc., without a space on either side.
- Use a hyphen with a space on either side to attribute a block quote:
  - “We love this data.” – Adoring Lightcast Client, Fancy Position, Best College

Resume

No accents over the vowels.

Skills

Not capitalized individually (“Many marketing roles now require data analytics,”). However, Skill Categories and Subcategories are capitalized (the Data Analytics skill category).

Lightcast uses the terms “category” and “subcategory” for skills groups; do not use “skill cluster” as formerly used in the legacy Burning Glass taxonomy.

Spelling

Refer to the Merriam-Webster dictionary for terms and spellings, especially if determining if a word is hyphenated, two words, or combined.

See also: Cybersecurity, Health care, Help desk

Tables

Refer the Data Visualization section in the [Brand Guidelines](#). But in summary:

Both table and chart headers and row and column headers are in headline style, bold, and centered. Columns of numbers should be aligned to the ones case. When in doubt, one decimal place is sufficiently granular for most data.

**Time, Date, and Place**

In external communications, use the time-date-place format: “The session will be at 3 p.m. October 31 at 232 N. Almon St.”

The terms a.m. and p.m. are abbreviated and take periods. When referring to time zones, omit the S or D referring to “standard” or “Daylight” time, e.g. “1 p.m. ET/10 a.m. PT.”

**Trademarks**

Trademarks need to be used consistently and correctly to maintain the owner’s legal rights. If a partner or client uses trademark symbols such as (™) or ®, we should follow suit in our copy.

“Lightcast” is a registered trademark and best practices would dictate using the ® symbol in first reference to the company in published material (not necessary in subsequent uses). Some legacy Lightcast products also carry a ™ symbol, which should be used when referring to them (e.g. “Labour Insight™”).

See also: Copyright

**United Kingdom**

Is how Lightcast refers to the country made up of England, Scotland, Wales, and Northern Ireland. UK may also be used as an acronym and where possible should be the preferred adjective (the UK government, the UK economy, etc). Avoid the term "Great Britain" because it excludes Northern Ireland.