Chinese (Simplified) Style Guide for Community

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Introduction

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The purpose of this document is to provide the stylistic guidelines for community translators who contribute to Facebook Chinese (Simplified) localization. The scope of this style guide includes general Facebook content standards, Chinese (Simplified) language conventions and localization specific guidelines.

Approach

Content Principles

All Facebook content should follow these 3 simple rules. This keeps people's experience consistent, builds trust and strengthens our brand.

1. **Keep It Simple** Use short words and sentences, and keep the number of words to a minimum. This makes our content easy to read and translate.

2. **Get to the Point** Clearly explain how things work and give people enough information to make good decisions.

3. **Talk Like a Person** Keep things friendly, conversational and respectful, like you're talking to a neighbor.

The Facebook Voice

The Facebook voice is our personality. Our tone may change in different contexts, but we always sound like Facebook: simple, straightforward and human.

Simple:

- Stick to common words that people use in everyday speech.
- Be concise. Write short sentences that are easy to understand.

Straightforward:

- Keep terms and messaging consistent across all channels, on and off Facebook.
- **Don't** bury information or gloss over it.
- **Don't** use language that's vague or possibly misleading.

Human:

- Translate like you're talking to someone one-on-one. (Read your content out loud if you're not sure it sounds natural.)
- Stay neutral. Avoid language that's opinionated, cutesy, irreverent or otherwise over the top.
- **Don't** be arrogant. **Don't** talk about how great our product is (just focus on making it great).
- **Don't** sound like a robot. Even the smallest bits of interface content should be approachable.

Basics

Be Brief

Use as few words as possible while still being clear.

- Make sure every word has a job to do
- Replace jargon with everyday terms

Consider Your Audience

Facebook reaches people of all ages and backgrounds in nearly every country around the world. While most websites have a target demographic, we want to help people around the world connect each other on Facebook. This means our audience is truly everyone.

Exceptions When translating for specific audiences (ex: advertisers, developers, people in security checkpoints, and so on), you may need to incorporate special terminology or adjust your tone. However, the basic standards above still apply.

Make it Readable

Readability is a measure of how easy it is to both read words and understand them. With an audience of diverse ages, cultures and literacy levels, readability helps make Facebook usable and accessible.

Use Active Voice

In an active sentence, the subject of the sentence is doing something. In a passive sentence, something is being done to the subject (making the subject passive).

Example:

English	Error Example	Correct Example
You will be charged	你将被收取费用	我们将向你收取费用
You will be seen when you are around or on the go	当你在附近或正在路上时将被看到	无论你身在附近或是使用手机，好友都能轻松看到

Style

Abbreviations

An abbreviation is a shortened form of a word. Abbreviate text if space is an issue or to make the text easier to read at a glance.

Units of time:

- Century – 21 世纪
- Decades – 80 年代
- Months – 1 月, 2 月, 3 月, 4 月, 5 月, 6 月, 7 月,8 月, 9 月, 10 月, 11 月, 12 月
- Dates – 1 月 9 日或 2 月 1 日

- Days – 星期日, 星期一, 星期二, 星期三, 星期四, 星期五, 星期六, or 周日, 周一, 周二, 周三, 周四, 周五,周六 (if space is really tight)
- Hours – 分, 秒, 上午, 下午 (example:上午 1 点,下午 2 点 30 分)

Other common usages:

- Examples – Use 例如： or 如 instead of EX: or ex:.
- etc. and misc. – Always translate etc., misc. or "and so on" to"等", "等等".
- Facebook – Don't abbreviate Facebook to FB.

Example:

English	Error Example	Correct Example
Update your browser (ex: Chrome, Firefox)	更新浏览器 (ex: Chrome、Firefox)	更新浏览器（如 Chrome、Firefox）
events, status updates etc.	活动、状态更新 etc.	活动、状态更新等

Acronyms

Acronyms are abbreviations formed using the first letters of a compound term. URL, SMS and PC are common acronyms.

Since acronyms aren't universally recognized, replace them with common words.

Bad	**Good**
SMS	短信
URL	链接 or 网址
PC	电脑

Exceptions Use an acronym only if it helps clarify meaning and there's no common word to replace it. Then:

- Define the acronym in parentheses the first time you use it. Ex: API （应用程序界面）
- Don't use periods. Ex: API, not A.P.I.

Example:

English	Error Example	Correct Example
OS	OS	操作系统
CPC	CPC	CPC（单次点击成本）

Capitalization

Not Applicable

Consistency

The general rule is to keep consistency in translating the same terminology with the same concept.

Example:

English	Error Example	Correct Example
account	帐号	帐户
Community Standard	社区标准 or 社群标准	社区守则

Contractions

Not Applicable

Gender

Not Applicable

Numbers (includes currency, dates and times)

We use numbers in text, when referring to currency, and in time stamps and dates.

Numerals in headlines and text Use the numerical form of numbers (ex: 2, 3, 4, and so on), except for the number one, which is spelled out in most contexts.

- Title Case Headline: 帐户**异常的** 3 **种情况**
- News feed story: Tiffani Brown **和其他** 2 **位好友**赞了
- Subhead: **买一送一**

Use a comma to set off groups of 3 digits.

- 10
- 100
- 1,000
- 10,000
- 100,000
- 1,000,000

Currency Use the numerical form:

- Game:**10 个 Facebook 币, 价值 $1 美元**
- Ledger/payment flow:**$1.00 美元**

Time stamps and dates Use the numerical form and write the numbers as compactly as possible. Translate am/pm indicators unless space is limited, such as in mobile display.

- 10 **分钟前**
- 2 **月** 9 **日下午** 9 **点** 16 **分**

Exceptions Spell out **one** in text, except when telling time (ex: **下午** 1 **点**), presenting a series (ex:1 **至** 7) or providing a time stamp (ex: 1 **周前**).

If you need to mention currency or time alongside another type of number, spell out the other number to make the currency or time more prominent (ex: **选购两件可立省** $20 **美元**). This is a rare case. Please note, always use the same format (numerical form or spell-out) in Chinese.

Example:

English	Error Example	Correct Example
3 friends are nearby	三位好友在附近	3 位好友在附近
Three friends are nearby	3 位好友在附近	三位好友在附近

Pronouns

As a general rule in Chinese language, pronouns tend to be omitted in translation since they decrease readability. Though this rule is generally accepted in Facebook Chinese translation, it depends on contexts. In UI contexts, the second person pronouns, you, is often translated as 你, but not always. Pronouns should be translated specifically to clarify what they mean based on the context.

Example:

English	Error Example	Correct Example
(UI) Photos of You	有您在内的照片	有你在内的照片
(Other context) Go to you timeline	前往你的时间线	前往您的时间线

Punctuation

The general rule is to follow the Chinese P.R.C. National standard punctuation rules (http://www.sasac.gov.cn/n1180/n1271/n6716920/n6716950/n6723785/6723901.html). These are some types of Chinese punctuation marks, which are often mishandled by translators.

Comma Replace single byte comma with double byte pause sign (顿号、) when a list of related items are mentioned (except a list of keywords)

Colon In noun phrases, use colons as English text. However, in complete sentences, colons (double byte) are also acceptable to accommodate the information that comes afterwards. Please see the examples below.

Dash In English it is used to denote a break in a sentence or to set off parenthetical statements. However, it may not the best practice in Chinese. Use other alternative to avoid confusion in translation. Please see examples below.

Ellipsis For consistency, please use three dots (...) when translating Facebook content.

Round Bracket Round bracket is used for alternating another way of saying, or supplement the hidden information. There are two forms of round brackets: single byte and double byte, When the round bracket is used, be sure that single byte bracket is used for pure EN & Numeric content surrounded by the brackets, and

double byte bracket is used for the Chinese content. Use space between the single byte bracket and subsequent characters.

When nested parentheses are needed, square brackets are used as a substitute for the inner pair of parentheses within the outer pair.

Forward Slash Use single byte forward slash in UI localization and Document localization. There are usually no spaces either before or after a forward slash.

Note: *Dealing with punctuation rules is a bit different in UI translations. Make sure to follow the English source strings to avoid any potential issues. For example, a source string may not include a period after a full sentence though the general rule is that we should add a period after a full sentence in Chinese. Some strings are structured this way on purpose, so please follow the period/no period rule in source strings.*

Example:

English	Error Example	Correct Example
photo, video, comment	照片，视频，评论	照片、视频、评论
ex: Upload Photo	例如: 上传照片	例如：上传照片
Facebook-particularly our product team- is taking this issue very seriously.	Facebook——特别是我们的产品团队，很认真地对待这个问题	Facebook 很认真地对待这个问题，特别是我们的产品团队。
And/or	和 / 或	和/或

Spacing

- Please don't add a space between a word and an opening parenthesis.
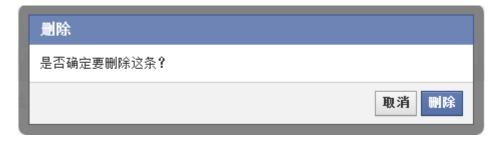- A half-width space is needed between English and Chinese characters as a general rule.

English	Error Example	Correct Example
profile (timeline)	个人主页 （时间线）	个人主页（时间线）
Facebook Ad	Facebook 广告	Facebook 广告

Titles and Subtitles

Titles and subtitles help you organize information, introduce ideas and highlight key concepts.

Interface content

Dialogs and pop-ups usually have just one title and subtitle.

Titles

- Don't put periods at the end of titles
    - **Exception:** Question marks are okay, where appropriate

Subtitles

    - Don't put periods at the end of subtitles
    - **Exception:** Question marks

English	Error Example	Correct Example
Optimizing Your Ad	优化您的广告。	优化您的广告
How do I edit an ad?	如何编辑广告	如何编辑广告？

Tone

The tone of all Facebook translations will be informal "你".

Overall style should be clear and concise to help readability. Literal translations should be avoided, as they impair comprehension and make the target text sound unnatural. Ideally, the translated texts should be easy to read, convey the same

information as the English and be able to pass as a text originally written in the target language.

Localization Guidelines

General Information

Product Names

Product and feature names should be consistently translated. Some product and feature names are translated and others are used in English based on strategic decisions. For example, "Messenger" was translated in many languages, but now changed back to English in all languages.

Example:

English	Error Example	Correct Example
Facebook Exchange	Facebook 交易	Facebook Exchange
Business Manager	Business Manager	商务管理平台

User Interface

Buttons

Buttons are one of the main ways people take action on Facebook, so they should be clear, active and specific.
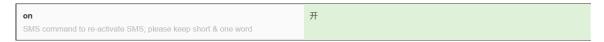
Example:

English	Error Example	Correct Example
Click Delete to delete a news feed from your timeline	点击删除，从时间线上删除动态消息	点击"删除"，从时间线上删除动态消息
tap Login button on the login page	点击登录页面上的登陆按钮	点击登录页面上的"登录"按钮

Mobile

Mobile UI localization has more space constraint than regular UI localization. Mobile strings sometimes come with specific description about the allowed number of characters. It is important to keep translation within this limit in order to avoid any truncation issues, e.g.: in SMS-related translations (In normal cases, the restriction is 160 characters).

If possible, try to put the most important information at the front of the sentence so that it won't be buried with other information. However, translations should not deviate from the English source unless instructed otherwise, since this may cause accuracy issues.

Example:

on SMS command to re-activate SMS; please keep short & one word	开

Third Party UI

If you encounter third party UI terms, please check if they were localized.
For example, please check the existing translations on iPhone if they refer to iPhone UIs.

Tokens

UIs often include tokens which are a portion of full sentences and represent the "bricks" of what will be seen by the users. Note that text in { } are placeholders and replaced by either a variable or another string. For example, {name} is replaced by a user name and {count} is replaced by a number. If the placeholder contains the = sign right after the opening bracket, it means that it will be replaced by exactly the same text that it contains.

Example:

{user} edited his {=changed relationship status} that you followed.

The {user} token will be replaced by the name of the user, while the {=changed relationship status} token will be replaced exactly by the words "changed

relationship status", and this will look like "James edited his changed relationship status that you followed".

Example:

English	Error Example	Correct Example
{name} was here on {date}	{名字}曾在{日期}来过这里	{name}曾在{date}来过这里
{name1} and {name count other friends} joined	{name1}和其他{name count other friends}位好友都参加了	{name1}和{name count other friends}都参加了

References

Facebook References

- [Glossary in Admin Panel](#)

Public References

These are the recommended public references.

- Wikipedia (http://zh.wikipedia.org/wiki/Wikipedia:%E9%A6%96%E9%A1%B5)
- Other popular dictionaries and glossaries such as Yahoo and Microsoft Language Portal.
- For standard punctuations, always follow Chinese P.R.C National standard punctuation rules (http://www.sasac.gov.cn/n1180/n1271/n6716920/n6716950/n6723785/6723901.html)