

Run Book: Naming Conventions for Files and Folders

last update: 2026-08-09

Naming Conventions for Folders & File Names

A “Good” File/Folder Name:

- is as short as practical yet sufficiently describes the content of the file or folder.
- is easy to find in a search, and optimally, uses a consistent formula.
- supports a logical sorting hierarchy, i.e., Chronological (begins with yyyy-mm...) or Content groupings.
- is structured as one hyphenated word that can be referenced in emails, a Run Book, or an article without quotation marks.
- considers how the Name appears in the tab of browser window (i.e., beginning letters are all the user sees when many tabs are open).
- contains a revision date at the end unless it is a final version that will not be revised any further (e.g. published newsletters).
- has no space, periods, or underscores that would be obscured by an underline (e.g. a hyperlink), except for the required period before a file extension, and in an email or URL address (e.g., *.com, *.org, *.gov, etc.).

How Computers Sort by Name

The default way folders sort their contents is by name with folders listed first, then files. Each group is sorted alphabetically A–Z (numbers before letters) or Z–A (numbers after letters).

A–Z

Names starting with numbers will be in chronological order, and come before a, b, c...x, y, z.

Name
2026-05May-Articles-For-Newsletter
2026-06June-Articles-For-Newsletter
2026-07July-Articles-For-Newsletter
2026-08August-Articles-For-Newsletter
2026-09September-Articles-For-Newsletter
2026-10October-Articles-For-Newsletter
2026-11November-Articles-For-Newsletter
2026-12December-Articles-For-Newsletter
Past-Newsletters
FB-Instagram-Picture-Aspect-Ratios-2026-07-30.pptx
Run-Book-Newsletter-2026-08-02.docx
Style-Guide-2026-08-06.docx

Z–A

Names starting with numbers will be in reverse chronological order (e.g., most current date first), and come after x, y, z...c, b, a.

Name
Past-Newsletters
2026-12December-Articles-For-Newsletter
2026-11November-Articles-For-Newsletter
2026-10October-Articles-For-Newsletter
2026-09September-Articles-For-Newsletter
2026-08August-Articles-For-Newsletter
2026-07July-Articles-For-Newsletter
2026-06June-Articles-For-Newsletter
2026-05May-Articles-For-Newsletter
Style-Guide-2026-08-06.docx
Run-Book-Newsletter-2026-08-02.docx
FB-Instagram-Picture-Aspect-Ratios-2026-07-30.pptx

Reasons for No Spaces in Folder and File Names

- When a Name has spaces, it's a phrase, not one word. To quote a Name with spaces in an email or article, it's necessary to surround the Name with quotation marks for clarity. When a Name is treated as a hyphenated word, quotation marks are unnecessary.

EXAMPLE:

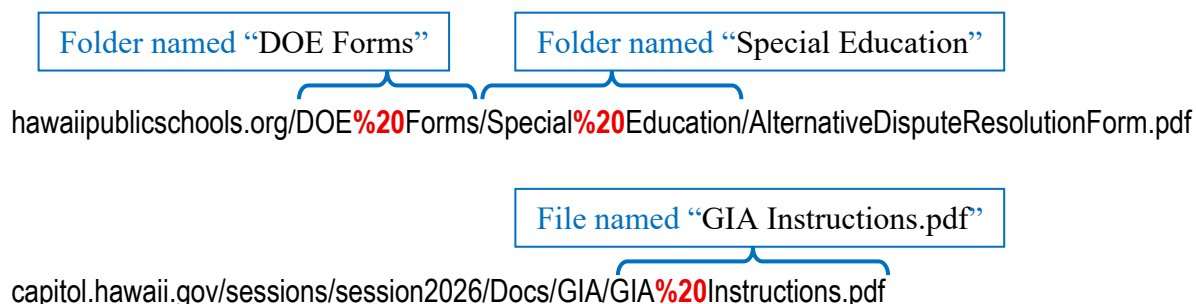
"Publicity Docs" >> "Volunteer Instructions" >> ***"Newsletter Instructions (FINAL 2_5_26) .docx"***

versus

Publicity-Docs >> Volunteer-Instructions >> **Newsletter-Instructions-FINAL-2-5-26.docx**

- Web URLs do not allow spaces, so a web browser will insert %20 wherever it encounters a space.

EXAMPLES:



Reasons for No Periods or Underscores in Folder and File Names

- For folks with less than perfect eyesight, periods are difficult to see.
- Depending on the font, an underscore is often hidden when a Name is underlined.

EXAMPLES:

[380-SY2026-28-SuccessPlan.pdf](#)
380-SY2026-28-SuccessPlan.pdf

Using hyphens and InterCaps, a Name is easy to read and see all the characters.

[380.SY2026-28.SuccessPlan.pdf](#)
380.SY2026-28.SuccessPlan.pdf

Periods are difficult to see.

[380_SY2026-28_SuccessPlan.pdf](#)
380_SY2026-28_SuccessPlan.pdf

Underscores are often hidden when the Name is underlined.

"Newsletter Articles" GDrive Folder Contents & Naming Conventions

Folder: Newsletter Articles

Shared with me > Newsletter Articles

Type	People	Modified	Source
Name			
Past-Newsletters			
2026-12December-Articles-For-Newsletter			
2026-11November-Articles-For-Newsletter			
2026-10October-Articles-For-Newsletter			
2026-09September-Articles-For-Newsletter			
2026-08August-Articles-For-Newsletter			
2026-07July-Articles-For-Newsletter			
2026-06June-Articles-For-Newsletter			
2026-05May-Articles-For-Newsletter			
Style-Guide-2026-07-16.docx			
Run-Book-Newsletter-2026-08-02.docx			
FB-Instagram-Picture-Aspect-Ratios-2026-07-30.pptx			

Folders:
yyyy-mm<MonthName>-Articles-For-Newsletter

Contents: Documents related to production of the final PDF of a given month's newsletter

<Description>-yyyy-mm-dd
A date at the end of a file is the revision date, i.e., the last time the file was updated.

Folder: Newsletter Articles >> Past-Newsletters

Shared with me > Newsletter Articles > Past-Newsletters

Type	People	Modified	Source
Name		Date modified	
History-Volunteer-Highlights-FOLK-Newsletter2026-08-09.pdf		10:22 PM me	
History-Locations-of-FOLK-Newsletter-2026-08-09.pdf		Aug 9 me	
History-Articles-File-Locations-2026-08-09.xlsx		10:19 PM me	
2026-08-Aug-Newsletter.pdf		Jul 21 me	
2026-07-Jul-Newsletter.pdf		Jun 27 me	
2026-06-Jun-Newsletter.pdf		Jul 23 me	
2026-05-May-Newsletter.pdf		Jul 23 me	
2026-04-Apr-Newsletter.pdf			
2026-02-03-Feb-Mar-Newsletter.pdf			
2026-01-Jan-Newsletter.pdf			
2025-11-12-Nov-Dec-Newsletter.pdf			
2025-10-Oct-Newsletter.pdf			
2025-09-Sep-Newsletter.pdf			
2025-08-Aug-Newsletter.pdf			

History*.pdf

PDF files created from each worksheet in the Excel (XLSX) workbook.

History-Articles-File-Locations-2026-08-01.xlsx

Excel (XLSX) spreadsheet with archival data about previously-published articles and file locations (in GDrive and on the web).

Date at end of file name indicates the latest revision date (i.e., last time the file updated).

There are 2 tabs (worksheets) in the Excel workbook (the entire XLSX file). The *History** PDF files are created from each worksheet.

yyyy-mm-dd-<Abc>-Newsletter.pdf

After the newsletter is published (i.e., Mailchimp email sent to subscribers & PDF link posted on FOLK website), the PDF is stored in this folder.

<Abc> = 3-letter month abbreviation