

Romanian Style Guide for Community

facebook

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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 Romanian localization. The scope of this style guide includes general Facebook content standards, Romanian 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.
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** 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).

English	Error Example	Correct Example
You deleted an activity.	O activitate a fost ștersă de tine.	Ai șters o activitate.
Invalid data sent by the application.	Au fost trimise date incorecte de către aplicație.	Aplicația a trimis date incorecte.

Note: Although the active voice is preferred, it should not be used at all costs. Sometimes, the passive voice used in source phrases has to be preserved. In the first example below, switching to active voice would generate an unnatural robot-sounding translation in Romanian. In the second example, the doer of the action is unknown, so again, passive voice is necessary.

English	Error Example	Correct Example
Group Cannot be Deleted	Imposibil de șters grupul	Grupul nu poate fi șters
You were added to the group {group}.		Ai fost adăugat în grupul {group}. Ai fost adăugată în grupul {group}. Ai fost adăugat(ă) în grupul {group}.

Style

Abbreviations

An abbreviation is a shortened form of a word. Abbreviations should only be used when necessary. Abbreviate text if space is an issue or to make the text easier to read at a glance.

Units of time:

- Century – secolul XX, sec. XX (use Roman numerals, abbreviate to “sec. XX” if necessary)
- Decades – anii ‘80
- Months – ian., feb., mart., apr., mai, iun., iul., aug., sept., oct., nov., dec.
- Dates – The preferred format for abbreviated dates is day, month, year, separated by a dot: 09.01.2014
- Days – Dum, Lun, Mar, Mie, Joi, Vin, Sâmb or if space is very limited - D, L, Ma, Mi, J, V, S, D
- Hours – The 24-hour convention should be followed, using colons to separate hours, minutes and seconds (example: 10:30, 22:30)

Other common usages:

- Examples – Use De ex.
- etc.– Always include a period with etc.
- info (no period) – Always spell out “informații” on first use unless space is very limited.
- Facebook – Don't abbreviate Facebook.
- US - Never U.S.A. or U.S. Use ”Statele Unite” whenever possible, otherwise use ”SUA”.
- FAQ – Although this abbreviation is common in source phrases, it should be translated as “Întrebări frecvente”. This translation shouldn't be abbreviated.

Other abbreviations:

English	Error Example	Correct Example
method	metod.	met.
circa	cca.	cca
meter	m.	m
quantity	cantit.	cant.
example	exem.	ex.
minim	mini.	min.
maxim	maxi.	max.
you (formal tone)	dumneav.	dvs.
page	pagin.	pag.
hours/minutes/seconds	-	h/min./sec. or h/m/s

Acronyms

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

Replace acronyms with common words when such words exist and the replacement improves text readability.

Bad

URL

PC

Good

Link, adresă or adresă web

Computer

Note: do not replace “SMS” with “mesaj text” when “SMS” is used in source phrases referring to messages sent via a carrier (e.g. sending an SMS from a mobile phone registered with Orange or Vodafone).

Exceptions

Acronyms can be used when they are clear and not usually expressed with a common word. Then:

- Define the acronym in parentheses the first time you use it (use both English and Romanian translation).
(Application Program Interface – Interfața de programare a aplicației)
- **Don’t** use periods. Ex: API, not A.P.I.
- **Don’t** add extra information to define common acronyms, such as HTML, CD, DVD.

In Romanian, acronym agreement is always done using the neutral form, adding a definite or indefinite article using a hyphen.

English	Error Example	Correct Example
User IDs	IDuri de utilizator	ID-uri de utilizator

Capitalization

According to Romanian capitalization rules, capitalize only the first word of a sentence or title. Also, unless otherwise specified, capitalize only the first word of UI objects: options, buttons, menu items, etc.

Don't capitalize adjectives which refer to nationalities, names of days, months, seasons and languages.

Don't capitalize a word if it follows a colon in the same line.

English	Error Example	Correct Example
Add a Photo	Adaugă o Fotografie	Adaugă o fotografie
Added on Tuesday	Adăugat Marți	Adăugat marți
English language	Limba Engleză	Limba engleză
Tip: Enter a friend's name.	Sfat: Introdu numele unui prieten.	Sfat: introdu numele unui prieten.

Please translate "Internet" as "internet" and "Web" as "web".

English	Error Example	Correct Example
Please check your Internet connection.	Te rugăm să verifici conexiunea la internet.	Te rugăm să verifici conexiunea la Internet.
The web address you used is invalid	Adresa Web pe care ai folosit-o nu este validă	Adresa web pe care ai folosit-o nu este validă

Please capitalize only the first word of Facebook features. Generally, Facebook product names are not translated.

English	Error Example	Correct Example
You've already edited this in Ads Manager.	Ai editat deja acest conținut în Administrare Reclame.	Ai editat deja acest conținut în Administrare reclame.
Instalează Messenger	Instalează mesageria	Instalează Messenger

Please use lowercase when translating "Page", "Place" and "Timeline", unless they specifically refer to Facebook features (Facebook Pages, Facebook Places, Facebook Timeline).

English	Error Example	Correct Example
This feature only works with Facebook Pages.	Această caracteristică funcționează doar cu pagini Facebook.	Această caracteristică funcționează doar cu Pagini Facebook.
Here are the latest insights about your Facebook Pages.	Iată cele mai noi statistici despre Paginile tale Facebook.	Iată cele mai noi statistici despre paginile tale Facebook.
{name} wrote on your Timeline.	{name} a scris în Cronologia ta.	{name} a scris în cronologia ta.

Consistency

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

All aspects regarding consistency are important:

- All UI objects should be translated consistently
- Sentence structure, tone and addressing form should all be consistent in a given project

English	Error Example	Correct Example
News Feed	Flux de știri	Noutăți
Help Center	Centrul de asistență	Centrul de ajutor

Contractions

Contractions are used frequently in Romanian. To make text feel conversational, you can use contractions even when they're optional.

Bad

să îți recomande
Nu îți mai place

Good

să-ți recomande
Nu-ți mai place

Exceptions

- Although adding contractions can be an improvement, too many contractions can be detrimental to the overall feel of a translated text, so adjust as necessary.
- Don't use colloquial contractions, such as "ș-asta" or "s-aveți".
- Be careful with contractions in payment processing and account security flows, where we're handling sensitive information. You may need to rewrite the sentence to adopt a more thoughtful tone and put people at ease.

Bad (too informal)

Va trebui să-ți verifici contul

Good (straightforward, respectful)

Te rugăm să efectuezi verificarea contului

Gender

Online content for the desktop application is often gender specific, so use the options available in the Translations App to create gender variations when needed.

English	Error Example	Correct Example
Events you're invited to	Evenimente la care ești invitat	Evenimente la care ești invitată Evenimente la care ești invitat Evenimente la care ești invitat(ă)
{name1} was tagged in a {=photo}.	{name1} a fost etichetat într-o {=photo}.	{name1} a fost etichetată într-o {=photo}. {name1} a fost etichetat într-o {=photo}. {name1} a fost etichetat(ă) într-o {=photo}.

Sometimes, gender variations can't be used, because the user's gender can't be determined. In these instances, try to find an alternative phrase and avoid using the masculine singular form in your translation.

English	Error Example	Correct Example
Invited by {inviter}	Invitat de {inviter}	Invitație trimisă de {inviter}

Please pay attention to the use of the personal pronouns “them” and “they” and to the use of the possessive adjective “their”. These can be used to refer to people who haven't specified their gender in their profile, and so have an unknown gender.

English	Error Example	Correct Example
You requested their address	Le ai cerut adresa	I-ai cerut adresa
{name} said they were with you: {sentence_fragment}.	{name} au spus că au fost cu tine: {sentence_fragment}	{name} a spus că a fost cu tine: {sentence_fragment}

Numbers (includes currency, dates and times)

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

On the UI usually spell out numbers one to ten and use numerals for numbers greater than ten, but there are some exceptions.

In News Feed stories, numerals are used automatically for numbers up to and over ten. If the number is the first item in a sentence, use a number even for 1, in order to emphasize that 1 person did something. On the other hand, for structures such as “x people and one other”, don’t use the number 1.

Also, please use the number variations when applicable, in order to get a correct translation for every number that might replace a placeholder.

English	Error Example	Correct Example
{friend_count} friends have been here		{friend_count} prieten a fost aici {friend_count} prieteni au fost aici {friend_count} de prieteni au fost aici
1 friend has been here	Un prieten a fost aici	1 prieten a fost aici
You and one other purchased this.	Tu și încă 1 persoană ați cumpărat asta.	Tu și încă o persoană ați cumpărat asta.

Please use a dot (not a comma) to separate groups of 3 digits and apply this rule for numbers greater than 10.000.

- 10
- 100
- 1000
- 10.000
- 100.000
- 1.000.000

Currency

Use the numerical form:

- Game: 10 credite, în valoare de 10 USD
- Ledger/payment flow: 1 USD

Some currency amounts are fixed USD prices, while some can be localized to the correspondent equivalent.

Currency symbols should follow the amount. Please always separate the amount and the symbol by a non-breaking space.

English	Error Example	Correct Example
\$100	100LEI	100 LEI

Time stamps and dates

Use the numerical form and write the numbers as compactly as possible. Use the Romanian date formats according to context. Use the 24 hour clock format.

- Acum 5 minute
- 9 ianuarie la 21:16

Exceptions

Spell out **one** in text, except when telling time (ex: ora 1), presenting a series (ex: 1-7) or providing a time stamp (ex: acum 1 săptămână).

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: cumpără două oferte și economisește 20 de lei). This is a rare case.

Pronouns

As a general rule in Romanian language, pronouns tend to be omitted in translation since they decrease readability.

Avoid possessive adjectives, since they are used more frequently in English than in Romanian.

As mentioned before, please note that when a user's gender is unknown (it's not set on the user's profile), the personal pronouns "they" and "them" and the possessive adjective "their" are used. Try to avoid using the singular masculine form when translating.

English	Error Example	Correct Example
Add photos to your post	Adaugă fotografiile la postarea ta	Adaugă fotografiile la postare
{=Tip:} When chat is off, messages from friends go to your inbox for you to read later.	{=Tip:} când chatul este oprit, mesajele de la prietenii tăi sunt trimise în Inbox-ul tău, astfel încât să le poți citi mai târziu.	{=Tip:} când chatul este oprit, mesajele de la prietenii tăi sunt trimise în Inbox, astfel încât să le poți citi mai târziu.
{name1} commented on your video on their Wall.	{name1} a adăugat un comentariu la clipul video postat de tine pe Peretele lui.	{name1} a adăugat un comentariu la clipul video postat de tine pe Peretele său.

Punctuation

Please follow the standard punctuation rules.

Period

Periods should be followed by only one space. Do not add periods at the end of titles, links or descriptions, unless these are made up by more than one sentence.

When working on UI strings, please don't add a period at the end of a string if there's no period in the source string. Periods are sometimes added automatically when the string is displayed.

English	Error Example	Correct Example
{name1} commented on a {=photo} she shared	{name1} a adăugat un comentariu la o {=photo} pe care a distribuit-o.	{name1} a adăugat un comentariu la o {=photo} pe care a distribuit-o

Comma

Make sure commas are not used before coordinative conjunctions, unless their use is necessary (for example, when coordinative conjunctions follow an apposition).

English	Error Example	Correct Example
{name 1}, {name 2}, {name 3}, and {count} others	{name 1}, {name 2}, {name 3}, și alți {count}	{name 1}, {name 2}, {name 3} și alți {count}
Onavo, a mobile app, and many other applications were bought by Facebook.	Facebook a cumpărat Onavo, o aplicație pentru mobil și multe alte aplicații.	Facebook a cumpărat Onavo, o aplicație pentru mobil, și multe alte aplicații.

Em dash

The em dash is not frequently used in Romanian and it should generally be replaced with commas, colons or brackets.

Quotes

Please use quotation marks according to Romanian standards („quote”). Place the period outside the last quotation mark. However, if quotation marks are used for a whole sentence, the period should be placed before the last quotation mark.

Ampersand

Replace "&" with "sau", unless it is part of a company name or a registered trademark.

Slashes

Slashes are not common in Romanian, so please replace them with the conjunction "sau". Use slashes for UI objects when space is limited.

Spacing

Please make sure you respect Romanian spacing rules. Don't add spaces after an opening parenthesis or before a closing one and don't use double/triple space.

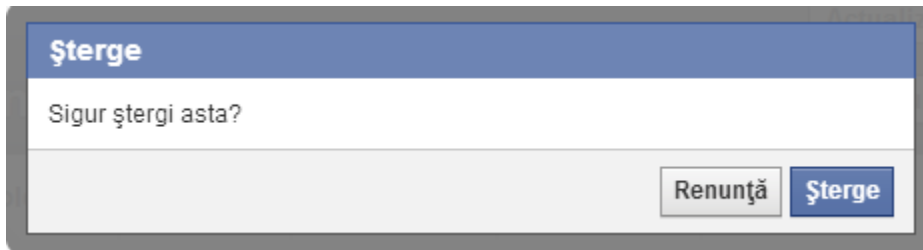
English	Error Example	Correct Example
Why did you decide not to post? (Please select all that apply)	De ce te-ai hotărât să nu postezi? (Te rugăm să selectezi toate variantele valabile.)	De ce te-ai hotărât să nu postezi? (Te rugăm să selectezi toate variantele valabile.)

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.



When translating dialogs, pop-ups, buttons and other prompts in the UI, in order to have friendlier tone, please use a personal form instead of an impersonal one.

English	Error Example	Correct Example
<i>BUTTON:</i> Delete Post	Ștergere postare	Șterge postarea
<i>TITLE:</i> Status Is Empty	Stare necompletată	Nu ai scris nimic
<i>TITLE:</i> Add a Photo	Adăugare fotografie	Adaugă o fotografie

Titles

Use title case according to Romanian rules. Capitalize only the first word in a title.

English	Error Example	Correct Example
How Tagging Works	Cum Funcționează Etichetarea	Cum funcționează etichetarea

Subtitles

As with titles, capitalize only the first word and use lowercase for the rest, unless proper nouns are used (for example, Mark Zuckerberg).

Tone

The tone used for Facebook translations should generally be friendly, straightforward and simple.

In general, the form of address should be the second person singular.

On the other hand a more formal tone is preferred for Legal content. That's why the form of address should be the second person plural when dealing with Legal content, such as Terms and Conditions or The Statement of Rights and Responsibilities.

English	Error Example	Correct Example
LEGAL: You will not bully, intimidate, or harass any user.	Nu vei agresa, nu vei intimida și nu vei hărțui niciun utilizator.	Nu veți agresa, nu veți intimida și nu veți hărțui niciun utilizator.

Other Language Conventions

Foreign words

If you need to use a plural form or add a definite article to a foreign word, please use a hyphen if the word ends in a vowel. Don't use a hyphen if the word ends in a consonant.

English	Error Example	Correct Example
New! Drag Photos Into Your Post	Nou! Trage fotografii cu mouseul în postare	Nou! Trage fotografii cu mouse-ul în postare
Open Link	Deschide link-ul	Deschide linkul

Always use a hyphen for plural forms of acronyms.

English	Error Example	Correct Example
Account IDs	IDuri de cont	ID-uri de cont
Most Shared URLs	Cele mai distribuite URLuri	Cele mai distribuite URL-uri

Use of prepositions

When translating phrases that involve the verb “to add”, e.g. “to add (something) to (an object)”, the preposition “la” should be used when the object itself doesn't change as a result of the adding action, and the preposition “în” should be used when the object itself does change as a result of the adding action. Please see the examples below.

English	Error Example	Correct Example
Add to Timeline	Adăugare la cronologie	Adăugare în cronologie
Add to profile	Adăugare la profil	Adăugare în profil
Add to shopping cart	Adăugare la coșul de cumpărături	Adăugare în coșul de cumpărături
Add (a comment) to a photo	Adăugare (a unui comentariu) într-o fotografie	Adăugare (a unui comentariu) la o fotografie Note: the photo itself doesn't change as a result of adding a comment to it.

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.

English	Error Example	Correct Example
Install Power Editor	Instalează Editor complex	Instalează Power Editor
Sent from Messenger	Trimis din Mesagerie	Trimis de pe Messenger

User Interface

Buttons

Buttons are one of the main ways people take action on Facebook, so they should be clear, active and specific. Use the imperative instead of the long infinitive.

English	Error Example	Correct Example
Use Activity Log	Utilizare Jurnal de activități	Folosește Jurnalul de activități
Cancel	Revocare	Renunță
Undo	Anulare	Anulează

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.

<p>Std rates apply.</p> <p>Text sent via SMS informing user that they may be charged by their mobile carrier for using Facebook texts. Please keep really short.</p>	<p>Se aplică tarifele standard.</p>
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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 “Jane edited her changed relationship status that you followed”.

References

Facebook References

- [Glossary in Admin Panel](#)

Public References

These are a few of the generally recommended public references.

- DEX - Dicționarul explicativ al limbii române, ediția a II-a revăzută și adăugită, Academia Română, Institutul de Lingvistică „Iorgu Iordan”, Editura Univers Enciclopedic Gold, 2012
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