

MilTax Tax Service Program Content Guide

The following established style guidelines reflect the long-standing practices of developers and editors of content related to Military OneSource MilTax tax services across the Military Community and Family Policy enclave. They are consistent with rules and guidance outlined in The Associated Press Stylebook and reflective of the MC&FP style and usage preferences.

Do:

- Link to the MilTax landing page when providing users with an overview of all MilTax services. Link to the MilTax landing page to provide users with a way to learn more and log into the software.
- Link primarily to the MilTax landing page when driving users to learn more about MilTax to avoid creating a loop. Only link to the Tax Prep page sparingly.

Do not:

- Create circular linking patterns.
- Link to the Tax Prep page in articles, social media content, collateral materials and promotions.
- Use brand names of third-party partners or software providers.
- Imply MilTax consultants complete tax preparation on behalf of users.

Definitions:

- **General MilTax Terms:**
 - **Military OneSource MilTax:** The official name of the full suite of MilTax offerings, including the free tax software and consultant services.
 - **Military OneSource triage consultant:** The first person you talk to when you call or chat with Military OneSource to speak to someone about your taxes.
 - **MilTax consultant:** The person you talk to about your tax issues and questions after being connected through the Military OneSource call center.
 - **MilTax preparation and e-filing software:** The software used for tax preparation and e-filing.
 - **Financial counselor:** The person you talk to for general financial education and support, not necessarily pertaining to taxes, after being connected through the Military OneSource call center.
- **Web Destinations:**
 - **MilTax Landing Page/ Tax Services Page** — Main entry point for MilTax software through Military OneSource, available at www.militaryonesource.mil/miltax.
 - **Tax Software Details Page** — Web page providing additional details on the MilTax software, available at <https://www.militaryonesource.mil/miltax-software>.
 - **MilTax Troubleshooting Page** — Landing page for troubleshooting issues with login details and the MilTax software, available at <https://www.militaryonesource.mil/financial-legal/tax-resource-center/preparing-filing-and-refunds/troubleshoot-miltax-software/>.
 - **Tax Prep Page** — Starting page for MilTax software, entry to access software, available at <https://www.militaryonesource.mil/taxprep>.
 - **Tax Resource Center** — Subtopic within the Financial & Legal section of Military OneSource, containing information on MilTax, as well as other resources on preparing, filing and refunds at <https://www.militaryonesource.mil/financial-legal/tax-resource-center/>.

Preferred terms:

Preferred	Alternate	Never
Military OneSource MilTax	MilTax (when first described as the full, preferred name) MilTax services MilTax free tax services	Brand names of software partner
MilTax consultant	Tax consultant Tax expert	Tax counselor
MilTax preparation and e-filing software	MilTax e-filing software E-filing software (when first described as the full, preferred name)	MilTax software partner (and associated brand names)
Software provider (when the context requires referring to the software provider, i.e., “You need to create an account through Military OneSource and the software provider.”)		Brand names of software partner (i.e., TurboTax)
MilTax comes from the Defense Department and is available exclusively through Military OneSource.	Provided by the Defense Department, MilTax is a suite of tax services available through Military OneSource. MilTax, brought to you by Military OneSource	
File now	E-file now. Start your tax preparation today.	
Financial counselor		Tax counselor Tax consultant