

.strftime date/time formatting string cheat sheet

%a	abbreviated weekday name	Sun
%A	full weekday name	Sunday
%b	abbreviated month name	Jan
%B	full month name	January
%c	preferred local date and time representation	
%d	day of the month	01..31
%H	hour: 24-hour clock	00..23
%I	hour: 12-hour clock	01..12
%j	day of the year	001..366
%m	month of the year	01..12
%M	minute of the hour	00..59
%p	meridian indicator	AM or PM
%S	second of the minute	00..60
%U	week of the year first Sunday as the first day of the first week	00..53
%W	week of the year first Monday as the first day of the first week	00..53
%w	day of the week	0..6
%x	preferred date representation	
%X	preferred time representation	
%y	year without century	00..99
%Y	year with century	2010
%Z	time zone name	

<http://robotpiratescorpion.com/rails-datetime-format-strings>

<http://azlan.anilezfa.com/default-datetime-on-rails-application>