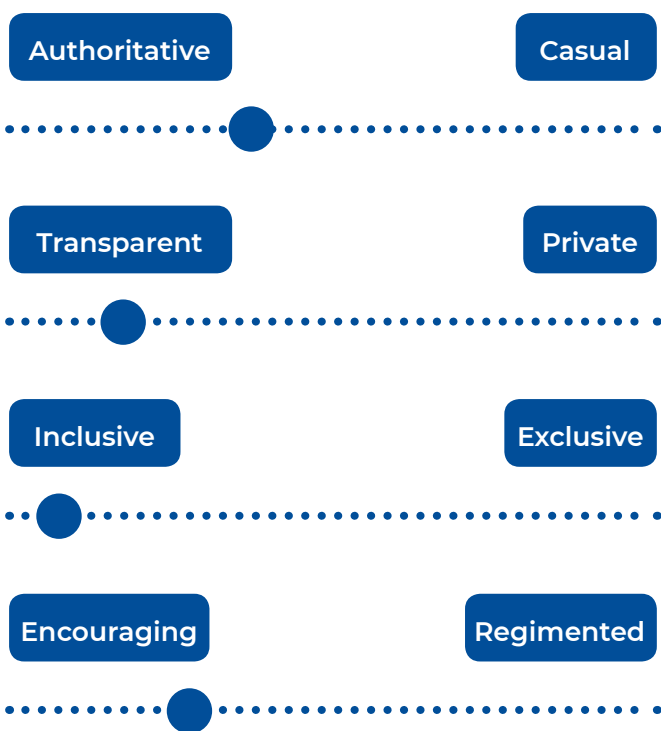


What is our voice and tone?

1. Everyday

Everyday voice levels

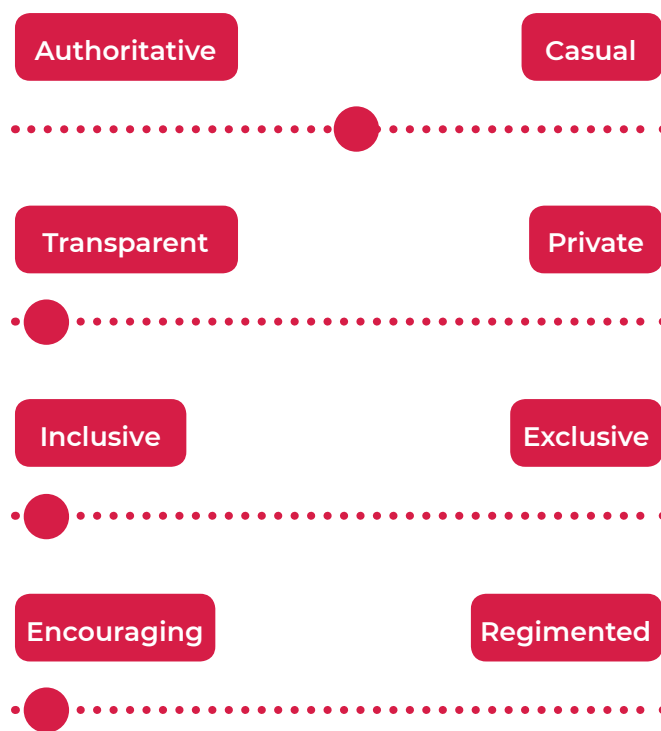


Everyday tone

- Keep language simple. Be vivid but not too detailed.
- Use **informative and inclusive** language.
- Establish an emotional connection with the audience by being supportive and knowledgeable.
- Use a mix of short, sharp sentences and slightly longer sentences to give your writing rhythm and flow. **Aim for an average of 20 words per sentence.**
- Use a combination of first person plural ('we' and 'our') and second person singular ('you').
- Use **active voice**.
- Use contractions ('you're' instead of 'you are').
- Avoid acronyms, buzzwords and clichés.
- Use **humour sparingly**, through wit rather than cheesy jokes.
- Always apply correct grammar and punctuation.

2. Community

Community voice levels



Community tone

- Keep language simple and vivid.
- Use **friendly, encouraging and supportive** language.
- Establish an emotional connection to inspire engagement from the audience.
- Use **short, sharp sentences** as well as one-liners to create an impact while being as brief as possible.
- Use a combination of first person plural ('we' and 'our') and second person singular ('you').
- Use **active voice**.
- Use contractions ('that's', 'where'd', 'you're', 'can't').
- Use colloquial expressions when appropriate (will not offend), but avoid buzzwords and clichés.
- Use **humour through word play**, reworking idioms and exploring paradoxes.
- Apply correct grammar and punctuation for the most part. Use shortened versions of words on the appropriate channel (for example, Twitter).

3. Official

Official voice levels



Official tone

- Provide the essential details using simple, straightforward language.
- Use **authoritative, realistic language** without being condescending or pompous.
- Take an **evidence-based approach** – concentrate on conveying factual information rather than seeking to connect with the audience on an emotional level.
- Focus on one idea or concept per sentence and keep it as brief as possible without compromising meaning.
- Use a combination of first person plural ('we' and 'our') and second person singular ('you') when your audience is clear and you need to convey a call to action. Use third person ('the department', 'students', 'staff', 'teachers') in policies.
- Use **passive voice sparingly**, and only when it provides greater clarity to the sentence.
- Avoid using contractions ('won't').
- Don't use colloquial expressions, acronyms, buzzwords or clichés.
- **Don't use humour** as it will undermine the message.
- Always apply correct grammar and punctuation.