

Plain Language



Your content matters. That's why we've put together these tips to help you communicate clearly and simply.

16%

of people actually read word-by-word

79%

of users scan text that they read

- 1 Know your audience.**
What do they already know?
What do they need to know?
- 2 Organize your thoughts.**
Guide your reader.
Leave out unnecessary info.
- 3 Use everyday words.**
Use familiar language.
Avoid jargon and limit acronyms.
- 4 Be concise.**
One idea per sentence.
Eliminate unnecessary words.
- 5 Aim for active voice.**
Keep the subject and verb close.
Use the passive voice rarely.
- 6 Make it personal.**
Directly address the reader.
Write in conversational tone.
- 7 Use inclusive language.**
Use accessible language.
Avoid labelling people.
- 8 Design your work.**
Make content scannable.
Use visuals to simplify info.
- 9 Measure readability.**
Measure the reading level.
Target lower reading levels.

EXAMPLES



This team requires that these applications follow the Town's standard submittal requirements.

All applications must meet town submission standards.



You can access the following application to make additions or alterations to commercial properties on OpenGov.

Use OpenGov to apply for commercial property additions or alterations.



Concept plan review by the Planning Commission is needed for the following applications.

The Planning Commission must review concept plans for the following applications.



Go with

Do

Gain

You

Some

Very

Start

So

Speed up

Change

Before

Use

But



Accompany

Accomplish

Accrue

Addressee

A number of

Immensely

Commence

Consequently

Expedite

Modify

Prior to

Utilize

However