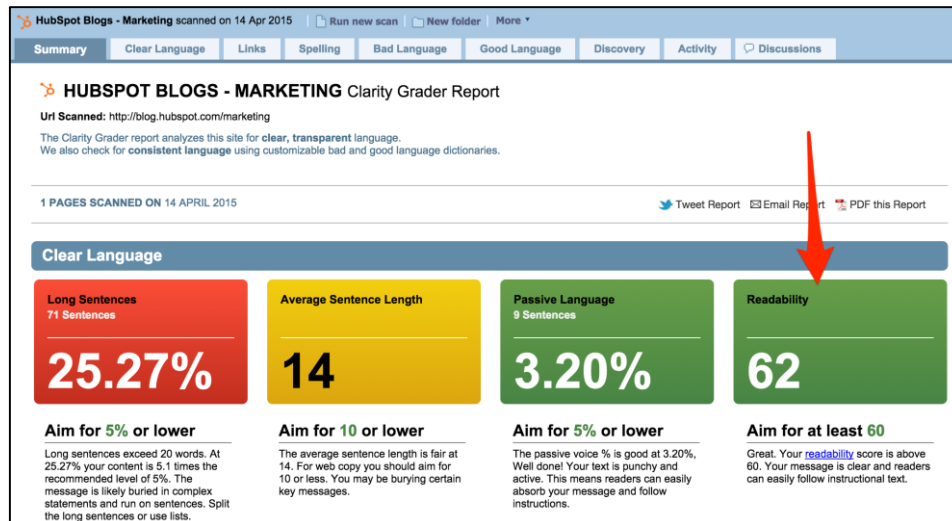


Plain Language Infographic



Plain Language = understanding your audience



Plain language is not “Dumbing Down” the content, on the contrary, it is “Smartening Up” your writing.

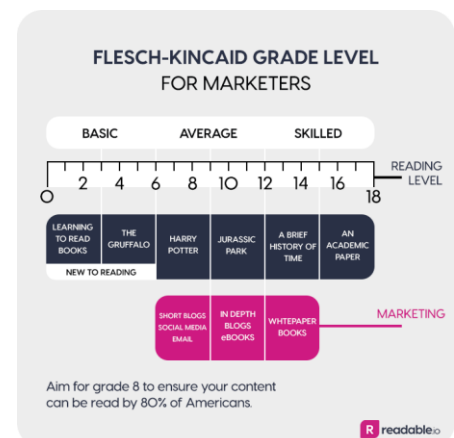
Learn more at <https://www.visiblethread.com/2015/04/improve-customer-engagement-use-flesch-kincaid-readability-scores/>

Writing for Grade Level 8

EXAMPLE

When editing content from the Desk of the CTO, always consider the audience.

- ▶ Website – Grade 6 - 8
- ▶ Blog – Grade 6 - 8 - 10
- ▶ Whitepaper – Grade 12+



Learn more at <https://readable.io/blog/the-flesch-reading-ease-and-flesch-kincaid-grade-level/>

Readers want short, quick, digestible info

Poynter.
A global leader in journalism

*“Web usability studies show that readers tend to skim over sites rather than read them intently...
...hunting for information rather than passively taking in what you present to them.”*

Learn more at <https://www.poynter.org/news/writing-news-online>

OK, time for that **Out Of Office**

EXAMPLE

☐ Do not send automatic replies
☒ Send automatic replies

☐ Only send during this time range:
Start time: Thu 5/11/2017 3:00 PM
End time: Fri 5/12/2017 3:00 PM

Automatically reply once for each sender with the following messages:

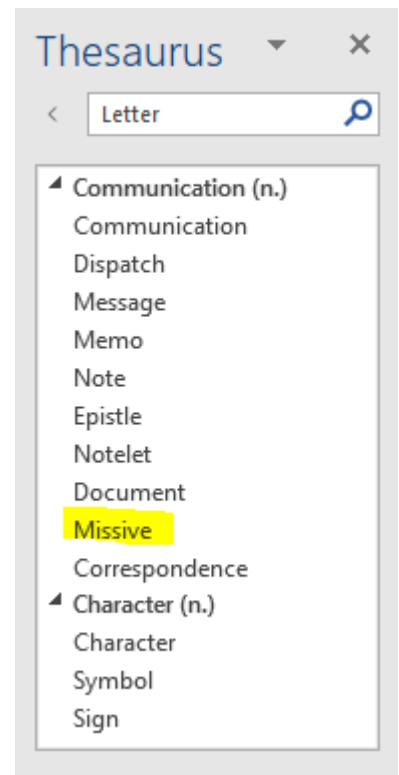
☒ Inside My Organization ☐ Outside My Organization (Off)

Calibri 12

B I U A [List Icon] [Link Icon] [Reply Icon] [Reply All Icon]

Thank you for your missive. I will respond when I return on Monday.
Thanks,
Martin

Rules... OK Cancel



Missive may be an *awesome* word,
but it is **NOT** the BEST use of Plain Language



Rockwell Automation



Allen-Bradley

Allen-Bradley revised their manuals using plainer language

EXAMPLE

Original

It is suggested that the wire should be connected to the terminal by the engineer when the switch-box assembly is completed.

Simplified

We suggest that you connect the wire to the terminal when you finish assembling the switch-box.

Call center volume fell from more than **50** a day to only **TWO** a month.

Learn more at <https://zapier.com/blog/plain-language/>

Communications Should Be **Clear** And **Concise**



In Conclusion

After you write that amazing piece, upon **final** edit,
consider both the **audience** and the message
delivery method before you finalize the
missive!