

Good Communication

Written Communication

Do

ensure that the letterhead and contact details are in clear, large, lowercase print use appropriate font size and script ensure that the subject of the poster/leaflet is clear, and that the header makes sense make the purpose of the letter/leaflet/booklet clear in the first sentence write short sentences with subject and object use the present tense as much as possible at the end of the letter summarize what action you will take and what action the recipient must take ensure that the contact person and their 'phone number are clear, and in large print where a mixture of graphics and text is used, make sure the layout is clean and avoids confusion ensure that the graphics do not encroach upon the text, ensure that the graphics add to the understanding make sure there is a large print footer saying where and in what other formats you can get the information

Don't

use jargon or in-house speak use acronyms - where they are necessary, state them fully first use adverbs and adjectives, they make sentences harder to follow use passive expressions: "We offer 2 services" is easier to understand than "2 services are offered"

Audio information

Audio information is especially important for people with a visual impairment, dyslexia, learning difficulties, non-English speakers and people who struggle to understand maps; non-disabled people may also find it reassuring and helpful.

Etiquette for producing your own audio CD: use people with clear speaking voices. Give an introduction and a summary e.g. this is an annual report of 20 pages. Have gaps between sections; state page number at appropriate points so that people can retrieve information; give contact details at the end; if pictures are important to the text describe them. Allow time for taping to be done in stages so that the reader does not sound bored.
