

# 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"

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## 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.

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