

People talk about things in different ways.  
Use words your audience understands.

**Be respectful.**



People don't know what you know.  
Don't make assumptions about people's knowledge.

**Be clear.**



Too much content complicates your message.  
Use the right words, not more words.

**Be considered.**



People arrive at your content with different experiences, insecurities and struggles. Put yourself in their shoes.

**Be sensitive.**



Jargon and acronyms  
confuse and alienate people.  
If you have to use them, say what they stand for.

**Be inclusive.**



People are busy.  
Find out what they need to know  
and give it to them quickly.

Be purposeful.

