Making the brand work for your business

Using plain English

Writing is part of our everyday lives – a letter, an essay for school, a report for work, even the shopping list! However, if you have something that you want to share about your life, work or play in the Cairngorms National Park – whether it's a blog, a web page, or a press release – our advice is to use plain English every time!

Top tips

- Using plain English will ensure that your writing is effective and easily understood.
- It means avoiding clichés, unnecessary jargon or complicated technical terms.
- Always write in a manner that will be easily understood by your audience: appropriate to their reading skills and knowledge and be clear and direct.
- You'll want your communications to bring what you do and enjoy in the Cairngorms National Park to life so it's also important to think about the tone of your writing – let your personality shine through if you think it's appropriate.
- Be stimulating and give the reader some interesting facts and figures to grab their attention and leave them wanting more.
- Be warm, be approachable – simply imagine what you would say and how you would say it if you were having a conversation with someone over a coffee – as opposed to writing about it.
- Then get typing!

There is more information available on the Plain English Campaign website https://www.plainenglish.co.uk/.