

# Willco Guide

## Global Communication

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Digital communication means that you are constantly expressing yourself in words. For companies with global audiences, clear communication is particularly important.

For any company, some basic tips on clear writing for email, newsletters, publications and web sites can be useful.

### Do:

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- Use universal standards for dates, times, measurements and contact info
- Use a clear, standard font, preferably sans serif for all digital communications; avoid italics and all caps
- Put a full line break between paragraphs rather than an indent
- Indicate currency for amounts of money
- Write short sentences – aim for 20 words or fewer, and break long sentences into shorter sentences if necessary
- Repeat key words and avoid repetition of pronouns
- Consider professional translation of key items or abstracts for critical audiences or in regulated fields (finance, insurance, government, health, biomed, etc.); use in-country translators with industry knowledge of the specialised field. ⓘ take professional advice regarding the legal requirements of translation for the target country

### Don't:

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- Use idioms, jargon or slang – state it literally
- Use “miniword clusters”, e.g. 'In terms of', 'for the purpose of', 'in a position to', etc.
- Write negative questions or double negatives, e.g. 'You don't mind, do you?', 'It is not unusual ...'
- Use helping verbs, which can create ambiguity
- Use stilted diction – say exactly what you mean. For example, rewrite: “Should you neglect to provide a valid email account, our system cannot identify you” to read: “If you don't enter a real email address, we won't know who you are.”

### Next Steps

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Access Willco Guides and other support material at:

<http://www.willco.com/support/>