Write it right

Pinnacle Communications training
Workshop 2 Writing skills
Workshop aims

This workshop will help you with the writing skills that you need to write about your project in simple, clear language

• What is your project about?
• What does your project do?
• Why is it important?
• What results do you expect?
• Why should people be interested?
Writing for projects

- What precisely is the central issue?
- To what degree does the audience understand the issues and terminology?
- What are the main ideas that need to be expressed and which ideas can be left out?
- How are you going to structure your text so that they are consistent and clear?
Write effectively

• Accurate, clear and concise writing is a vital tool
Key Ingredients of Good Writing

- Clarity
- Brevity
- Simplicity
- Accuracy
Use short and simple words instead of complex ones

- I will endeavour to find a solution.
- I will solve this for you.
Use short phrases instead of long complicated ones that contain too many grammar words

• In view of the fact that we have been delayed we will start the partner meeting tomorrow

• We will start the meeting tomorrow as we have been delayed......
Use verbs that carry meaning instead of grammar verb phrases

• Next week, we will have to have a meeting to solve the issues.
• Next week we should meet to solve the issues.
• Please do an invoice and send it to our lead partner.
• Please invoice our lead partner.
Use active sentences instead of the passive voice

• Research into the process of innovation is carried out here by students and experienced professors.

• A group of students and professors are researching innovation processes.
Avoid redundant words or phrases

• The basic core principle of the problem is a lack of resource

• There is hotel accommodation for 400 people
Beware of jargon, acronyms and institutional language

• This is a capitalisation project
• The aim is to mainstream these ideas into regional policy initiatives
• The project priorities have been agreed by regional actors
Recap

• Use shorter simple words
• Use short phrases instead of complex ones
• Use verbs that carry meaning
• Use active verbs and sentences
• Avoid redundant words and phrases
• Avoid jargon and institutional language
Task 1

Simplify this text

- The project is expected to result in a higher willingness of responsible authorities to develop harmonized or joint flood strategies and policy measures across borders within the frameworks of EU and national policies and regulation.
Institutional jargon

- Priority
- Territorial cooperation
- Regional implementation plan
- Capitalisation
- Component
Writing website content

This module covers writing content that gets discovered: keyword and search optimisation.
Don’t confuse the user

**Message**
- ✓ Exciting
- ✓ Dynamic
- ✓ Reliable
- ✓ Consistent
- ✓ Imaginative
- ✓ Efficient

**Miscue**
- ≠ Dull visuals
- ≠ Long, unbroken text
- ≠ Inaccuracies
- ≠ Inconsistencies
- ≠ Clichés
- ≠ Not enough or misplaced information
“Reverse” knowledge

GREEN LIGHT
Guide users to what they may NOT know they want as well as to what they know they want

RED LIGHT
Tell them what they won’t find here (eg people think WHO runs vaccination programmes: but they don’t)
It’s all about style

Look

Font style

• Bullet points

Colour

Headings and subheadings

hyperlinks@hyperlinks.com

FONT SIZE

IMAGES

Text Case or Sentence case? Commas or hyphens?
Accessibility

- Font sizes and colours
- Text for hyperlinks
- New windows
- Tooltips/Alt text
- Word vs PDF; Flash
- Tables
- Non-sight issues
All about style

- 1st person vs 3rd person
- Formal vs informal tone
- Active vs passive
- Positive vs negative
- Cosy or official
Writing for the Web

What we say to dogs:
Okay, Ginger! I've had it! You stay out of the garbage! Understand, Ginger? Stay out of the garbage, or else!

What they hear:
Blah blah GINGER blah blah blah blah blah GINGER blah blah blah blah...

Source:
Writing for Search (SEO)

In a Google world...

• Check that your keywords will be searched for (Google Adwords)
• Make sure your snippet is strong
• Deliver what your keywords and snippet promise
• Good content will encourage other sites to link to yours... and you should link to theirs
Deploy your keywords

- Page title tag
- Headings
- Bold
- URL
- Body text

... but don’t over use
Workshop

Create your SEO tools

- Craft your keywords (2-4 word phrase) and think where you would put them
- Construct your snippet (Under 156 characters)
E-newsletters

**Do:**
- Think carefully about your unique offering
- Be entertaining
- Use good design, adapted from your website
- Create an a la carte menu of small chunks of information

**Don’t:**
- Don’t assume what interests you will interest the recipient
- Don’t include too many references that will be immediately dated (be timely AND timeless)
- Don’t forget to check what your text-only version will look like
Plan an HTML newsletter

- What news can you use to create an interesting email newsletter?
- What visual elements would draw users in?
- What links or images could you add to increase the value you’re offering?