



Family as the Audience

A Guide to Creating Family Friendly Content

Step 1: Know and Write for Your Audience

Research your population and write for them. Find out who will be reading your material, what information they are looking for, and what the circumstances are. If you create policy, keep your families' needs in mind, inform your families of approval process for policy, and ask your families for feedback

When writing for **English Learners (ELs)**

Create simple sentence structure, so to avoid confusion when translating.

Be mindful of vocabulary. Words in English may mean something different in another culture.

When writing for **people with disabilities**

Consider:

- the context,
- the importance of the information,
- the length and complexity of the material.

Request Support staff to take ADA Training, to review before publishing.

Step 2: Consider the Format

Consider and plan for the format used to share the information (website, smart phone, paper, text, or social media).

Step 3: Use Plain Talk to Create Your Content

Your audience should receive—

- Clear communication that considers their questions.
 - Concise communication that considers their time.
 - Well-designed documents that guide audience to key points and required action.
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|------------------------------------|---------------------------|
| A. Use short and simple sentences. | D. Avoid jargon/idioms. |
| B. Use common, every day words. | E. Design clear pages. |
| C. Use personal nouns. | F. Test your assumptions. |

