Communicating Cairngorms
How to … use 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 about your life, work or play in the Cairngorms National Park that you want to share – whether it's a blog, a web page or a press release, our advice is use plain English every time.

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 or figures (link) 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
www.plainenglish.co.uk