

Quick tips for great writing

From social media to project reports, use this sheet to make your writing engaging and impactful.

Before you start

- Remember: everything we write should reflect our values. We're effective, independent advocates who work in partnership but speak truth to power.
- Consider your reader. What matters to them? What do they already know?
- Decide on the best brand personality points for your content and audience.
- Work out what your audience will want to know first, so you can put those points front and centre.

While you're writing

- Focus on the audience. How can your content help them? What difference can they make?
- Keep your sentences and paragraphs short, so they're clear and easy to follow.
- Speak directly to the reader – “you” rather than “members of the public”, “we” rather than “Healthwatch”.
- Write how you'd speak, with language that's approachable and not too formal.
- Steer clear of jargon – use everyday alternatives.
- Use active, not passive, voice: “200 people joined the event” rather than “The event was joined by 200 people”.
- Use inclusive language – you can find tips in our full tone of voice guidelines.

Once you're done

- Read it aloud to spot any bits that are awkward, too formal, or confusing.
- Run your work through [Grammarly](#) – you're looking for a score of 90 or higher.
- Read with your audience in mind. Is your writing clear and engaging?

[Need more help? Check out our full tone of voice guidelines.](#)

healthwatch