Tone of voice main themes:

* Clear and concise
* Trustworthy and genuine
* Inclusive
* Empathetic

Clear and concise:-

*At Camden we will deliver all our services well, time after time*

* Keep sentences and paragraphs at a modest length, influenced by the recommended reading age and accessibility. It’s that simple!

Trustworthy and genuine:-

*At Camden we will be honest about what we can’t do and when we get things wrong*

* We should not be speaking in a formal, corporate voice. Our tone and voice needs to be open, transparent and simple. Therefore avoid jargon. (Use “Give us a call”) rather than “Please speak with an officer”
* Read out first what you have written and gauge how you come across before publishing to your audience.
* Set expectations as soon as you can.
* Be clear and specific on expectation dates
* Our users react more positively to transparent processes and clear user journeys.
* Do not be patronising or lack substance in your content.

Inclusive:-

*People should be able to contribute to their communities in a range of ways and strongly shape the way public services are delivered opportunities to do this should be flexible and responsive to individual expertise and interests.*

* Our tone should be conversational and personable. Make the user inclusive by addressing as (You,we,us)

Empathetic:-

*In Camden no one should be lonely or isolated everyone should feel connected to their community and able to ask for help and support when they need it.*

* Identify the common personas of your audience and use the language they’d use.
* Your content should explain processes or services based on the user’s perspective and language. It should not come from an organisational point of view as we will most likely not be the most common user.
* Understand the age of your audience, their social dynamics and dependency on us as an organisation.