

Department of Social Policy and Intervention

# Tone of voice

6 June 2022

**BOUNCE**



# Giving DSPI a voice

This section will help you to write DSPI comms with consistency across all our channels. The four key principles below are the foundation of a voice that's unique to us – so pay close attention to them as you write. In the coming pages, we'll explore them further to give you more detailed guidance.

## We make an impact

Our research is a force for good. But if we want people to sit up and take notice, our words need to be just as impactful.

## We care and it shows

We care deeply about our work and the real lives it can change. Our energy, passion and dynamism should come across in the way we speak.

## We're grounded in reality

We don't dance around difficult topics or try to be clever with language. We tell real-world truths with the confidence and clarity of experts with nothing to prove.

## Our hearts and minds are open

We're driven by compassion and curiosity, welcoming new challenges, new perspectives and new conversations to broaden our horizons.

# We make an impact

- Every headline is a chance to grab attention: use questions or short, impactful statements to make them count
- Problems can be striking, but don't fixate on them - use positive, can-do language focusing on solutions or improvements
- Use active sentences "We're going to find an answer" rather than passive "An answer will be found"

## We care and it shows

- Tell the human stories behind what we do: we're driven by helping people, not just by solving abstract social issues
- Use contractions and everyday language to let some humanity shine through "We're keen to see what's next..."
- Don't be afraid to showcase our passion "It's an exciting time right now...", "Incredible news...", "We're delighted..."

# We're grounded in reality

- It's better to be clear than clever – use short sentences and simple words to let the truth speak for itself
- Use abstract, academic language sparingly where possible. Ground what we're saying in the real world
- Be direct, even with difficult topics. Honesty is better than dancing around the problem

# Our hearts and minds are open

- Use language that's warm, friendly and welcoming “Don't worry, you've still got time to join us later today!”
- Ask questions “Want to know more about our Master's programmes?” to involve and engage the reader
- Make sure to use inclusive language. We want people from all backgrounds to feel comfortable joining in the conversation

# Thank you

We look forward to hearing what you think.

**BOUNCE**

