

tone of voice GUIDELINES

Our core message

Our work is about creating safe, pleasant communities rather than fear of crime. The aim is to bring people together for the good of all, not create an atmosphere of suspicion.

Because we believe everyone has a right to feel safe where they live, we aim to inspire participation. We use clear, simple language to talk about realistic solutions, showing how people can make a difference. And we use true stories and quotations to bring our points to life.

Do say

Looking out for each other
Working for a safer NH
Community
Secure

Don't say

Keeping watch
Stamping out crime
Vigilant
Fear

Keep it simple

We keep communications short, clear, human and informative, using down-to-earth, conversational language with no jargon or euphemisms.

Do say

Use
To
Possible

Don't say

Utilise
In order to
Not impossible



When you write large blocks of text, always check whether they could be shorter. Make sure your writing is clear, not repetitive and has a governing theme. Break it down into manageable chunks, with headings, bullet points and box-outs.

Vary sentence length

Short sentences are best, but mix it up to keep it interesting. If your sentences are all short, your text will be dull and robotic.

Speak to people

Make it personal. Use 'you' and 'we' and convey a clear sense that people can take action and get involved.

Do say

Would you like to make your home safer?
We can help.

Don't say

Neighbourhood Watch supplies information and support to individuals who want to make their properties more secure.

Use the active not the passive voice

Do say

We provided home safety advice.

Don't say

Home safety advice was provided by us.