

Make Your Message Easier to Understand

A practical guide for turning internal language into clear, helpful communication.

Plain Language Builds Connection

People outside your organization may not understand program names, clinical terms, acronyms, or internal processes. Clear communication helps people connect your services, resources, or prevention work to what they actually need.

The goal is not to remove accuracy. The goal is to make accuracy easier to understand.

Say What You Provide, Not Just What You Do

Instead of only listing a program name, explain who the service is for, what support is available, what benefit it creates, what concern it may reduce, and what someone should do next.

A Formula for Rewriting Your Message

For [audience], we provide [service/resource/support] to help with [need or concern], so they can [benefit or next step].

Example

Internal wording: Assessment and referral services are available.

Clearer wording: If you are unsure what kind of support is needed, our team can help you understand your options and identify a next step.



Try This

Choose one service, program, or resource. Write the name as your organization uses it. Then rewrite it in plain language for someone who has never heard of it before.

Reach Out

If your services, programs, or website pages need clearer, more audience-friendly wording, the Dail Digital Team is happy to connect with you.

Visit www.daildigital.com and click 'Reach Out' or email support@daildigital.com today.

