

Use Language That Feels Safe, Clear, and Supportive

A guide for reviewing tone, wording, and message clarity in your communication.

Words Shape How People Experience Your Organization

Your brand is more than your logo. It includes your tone, visuals, photos, colors, and the words you choose. In drug and alcohol, gambling, prevention, and support-related communication, language can either reduce barriers or create them.

Use Language that Emphasizes:

- Support
- Dignity
- Hope
- Clarity
- Safety
- Choice
- Next steps

Avoid Language that Feels:

- Judgmental
- Blaming
- Confusing
- Fear-based



- Overly clinical for the audience
- Hard to understand

Language Review Activity

Write down three words your organization should use more often. Then write down three words or phrases your organization should avoid or reconsider. Choose one sentence from your website, flyer, email, or social media content and rewrite it to feel clearer and more supportive.

Reach Out

If your team wants help reviewing content for clarity, tone, and supportive language, the Dail Digital Team is happy to connect with you.

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

