

## PLAN YOUR COMMUNICATIONS GUIDELINES

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**Use plain English in the active voice**

Avoid using unnecessary technical terms and jargon to keep your messages digestible. Using the active voice for easier comprehension.

**Provide glossaries for new or uncommon terminology**

Evidence seekers may come from diverse backgrounds and hence may not always share common terminology. Glossaries can help bridge this gap.

**Use engaging titles that capture key findings**

Titles that concisely capture the research context, scale and outcome promote the likelihood of individuals further engaging with a resource.

**Clearly mark the structure of your communications**

Headings, subheadings, and other formatting provides visual hierarchy that provide an idea of the structure of your evidence so readers know what to expect to learn.

**Provide relevant contextual information upfront**

Summaries of a larger body of work are meant to provide key information that can persuade evidence seekers of the relevance of the larger work.

**Reflect the principles of diversity, equity, and inclusion**

Districts expect organizational messaging to align with diversity, equity, and inclusion principles and accessibility of evidence materials for all groups.

**Clearly communicate the relevance and implications of your evidence**

Answering the “so what?” question can help evidence seekers understand why they should care about your evidence.