



Focus on the Message

Clear

- Easy to understand
- Everyday language
- Only necessary words

Concise

- To the point
- Concentrate on the message
- Short sentences

Well-Organized

- Easy to identify important information
- Logical order
- Bullets and tables for lists

Appropriate

- Tone suits the reader
- Accurate
- Timely



Sentence Structure

Delete unnecessary words

(e.g., the fact that, obviously, of course)

Example: **Obviously, the beneficiary completed the form incorrectly.**

SHOULD BE: **The beneficiary completed the form incorrectly.**

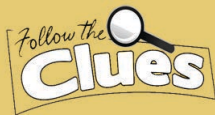
Focus on the verb; it should be active

Example: We will **take action to ensure implementation of** the recommendation.

SHOULD BE: We will **implement** the recommendation.

Do not use "this" without a subject.

Example: **"This letter refers to"** instead of **"This refers to"**



If you have to read it several times to understand, consider rewording.

"When in doubt, strike it out!" - Mark Twain

Remember! Clear, Concise, and Easy to Understand

Capitalization and Punctuation

Capitalization

Capitalize Proper Nouns

Congress, Federal Government, Internet, Intranet, Nation (when used as a synonym for United States)

Do Not Capitalize

federally, governmental, national, fiscal year

Punctuation

Two spaces after a sentence

Comma Usage

- In a list of three or more, use a comma after the next to last item
- After an introductory phrase to set off parenthetical phrases



Numerals and Ordinals

Spell single-digit numbers and ordinals

(e.g., one, two, or, first, second)

Use numerals to express double-digit numbers and ordinals

Example: 10, 11, or, 10th, 11th

Use numerals to express units of measure and money

Example: 3 percent; 5 years old; 75 cents; pages 2-12

Use numerals to express numbers and ordinals in a *series* when *two or more numbers are in a sentence and one of them is 10 or more*

Example: The student had 1 notebook, 5 pencils, and 10 erasers.

Ordinals and numbers in a sentence follow their individual rules

Example: The fourth group contained 12 items.

Active Voice

Turn Passive Voice into Active Voice

Sentences with passive voice hide the real action because they contain the "to be" verb.

Identify the Actor First – the Noun

Put the action at the beginning



Examples of the "to be" verb:
am, is, are, was, were, will be, been

Use Your Resources

SSA Plain Writing webpage —

<http://mwww.ba.ssa.gov/agency/plain-language/>

Commissioner's QUICC Writing Center webpage — <http://quicc.ssahost.ba.ssa.gov>

Federal Plain Language website — <http://www.plainlanguage.gov/>

Office of Learning's Plain Language webpage —

<http://learning.ba.ssa.gov/ol/PlainLanguage>