

Frequently asked questions – why we don't use them

Don't create frequently asked questions (FAQ) pages. Why? FAQs are a way to show you've thought about what your users should know but haven't thought about your users.

Instead of writing FAQs, write answers to important questions in the places where the user will expect to find them.

It's useful to gather a list of questions your users would likely ask when you're creating your content, especially for comms plans and the like. It just shouldn't stay in that format. Do the hard work to group the information by topic, then create a page that helps your user do a task.

Related advice

For external sources of this advice, visit the following:

- [Style Manual - Infrequently asked questions about FAQ pages](#)
- [GOV.UK - FAQs: why we don't have them.](#)

Category:

- Communication and engagement

Topics:

- Governance

Business Unit:

- Communication and Engagement

Last updated: 10-Jul-2023



This information is current as at "18/7/2023 9:51:40 am", Australian Eastern Time. For the most up-to-date information, go to <https://education.nsw.gov.au/inside-the-department/communication-and-engagement/content-and-design-guidelines/content-guidelines/faqs-why-we-dont-use-them>

© State of New South Wales (Department of Education), 2023. For more information go to <https://education.nsw.gov.au/about-us/copyright>.