Voice & Tone

Fun but not condescending

Personal but not negative

Informal but not mean

Free but without obscenities

Supportive but not know-it-all

Witty but not sarcastic

Fun but not feminine or masculine

Fantasy but not surreal

Talk like you were talking to your friend. Use contractions, be friendly and supportive. They’re happy to be here and we should be happy they’re here, too!

Help Text

Answer questions without belitting or sounding like a know-it-all.

Don’t use large, industry-centric words. Instead, use words everyone with basic English skills can understand.

Word Usage

“Hey” not “Hi”

“Don’t” not “Do not”

Success Messages

Tell them what a great job they did first!

Be funny, make them laugh and feel good about themselves.

Suggest something they may want to do as their next step.

Feel free to use one exclamation here but don’t feel like you’re yelling at them.

Error Handling

Be calm, don’t use exclamation points.

Explain the problem within one sentence in laymen’s terms, then offer a solution.

Don’t joke around during this step, as people are easily frustrated when things don’t work out.