

Voice and tone

Here's what we are (and aren't):

- Confident (never cocky)
- Witty (but never silly)
- Conversational (but always appropriate and respectful)
- Intelligent (and always treats our users as intelligent, too)
- Friendly (but not ingratiating),
- Helpful (never overbearing)
- Clear, concise and human.

We are characterful. But we never let character overwhelm content. What we have to say is infinitely more important than being admired for the way in which we say it. If people can't see the substance for the style, we've gone wrong.

In writing: we value perspicuity above all. Be clear, be concise, omit unnecessary words, make sure that whatever you say has purpose; but don't be robotic. Contractions are your friend.

We don't use cheap words that recall the failures of those companies who have gone before us, and we don't use Silicon Valley cliches and jargon. We would only describe people as Ninjas or Rockstars if they were actually those things for a living. We don't lean on pop culture references or things that feel exclusionary.

We are considered and intentional with the words we use. We recognise and appreciate the power of language, and use it with eloquence and elegance (while never getting carried away with ourselves).

Nor do we mess around with Slack. We don't use use Slacker/Slacking/Slackee to describe who we are or what we do. That means no "Happy Slacking!" to sign off emails, no matter how catchy a phrase it might be. While other people are free to make up whatever word they want to

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describe the using of Slack or someone who uses it, we do not (externally) claim any of these as official terms. That's up to others to decide. Something will surface eventually and be organically adopted: We don't need to legislate on it.

It should go without saying, but it is still worth saying: Never use exclusionary terms, cultural appropriation, ableist language, misgendering or anything that could be interpreted as a slur. If you're on the fence about whether you're using something that could be taken as offensive, inflammatory or exclusionary, find another word.

We are authentic.
We like the people
we're talking to.
We're proud of what
we're talking about.
That itself sets
us apart.