2. What plain language is

Plain language is text your audience can understand the first time they read it.

When to use plain language

- Use it when

  - You're writing for the public or all reading levels

  - Your content is online

  - You want to be concise and persuasive

- Skip it when:

  - Using familiar terms for a narrow audience

  - Like scientists or engineers

  - Sharing quotes

  - Citing laws