Top tips for writing for students

* Think about who you’re talking to and why your information is of interest to them – and write it from that perspective.
* Keep it short and to the point, use clear headings and bullet points to make finding information easy.
* Use plain language, avoid jargon.
* Speak directly to the reader, use ‘you’ and ‘we’, and avoid passive language e.g. ‘You can get support from...’ rather than ‘students can access support…'
* Include a clear call to action where possible - make it clear what you want them to do and how to go about doing it, e.g. instructions to ‘sign up’ or ‘read more’.
* Link to more information where possible. Use descriptive hyperlinks within the text e.g. For more information [see our student pages](https://www.exeter.ac.uk/students/).
* Avoid graphics with lots of writing, use descriptive ‘alt text’ on any images and make sure the key information is in the main body of text, so that people using screen readers get all the important details.
* Use upper case U when talking about our University, and lower case when talking about universities in general.
* Dates are in the format Tuesday 1 June 2021.
* For durations of time, use: 09:00-11:30 or from 9 to 11:30am

[See the full Style Guide here](https://www.exeter.ac.uk/staff/web/writing/styleguide/).

If you have any further questions please contact [studentcomms@exeter.ac.uk](mailto:studentcomms@exeter.ac.uk)