

**THE CHANGE IS HERE AND  
NOW, EMBRACE IT**

WHAT'S HAPPENING TO  
CONTENT?



# AGENDA

What's happening to us?

Content delivery

Content writing



2000



# WHO DOES WHAT?

Content moving upstream, to engineers, tech support teams, help desk

As budgets squeeze, content creation is offshored or outsourced

Increasingly in hands of non-native speakers

Non-native speakers are also increasingly consuming content

Schedules tighter, requiring faster turnarounds + Agile

TechComms lending product expertise through social media



# GOOD CONTENT

Traditional marketing says you're a rock star

Content marketing shows the world you *are* one

- Getting content right shows you 'get it'
- Is post-sales content familiar?

Content inconsistency shows customers you're ill-prepared to help, listen, serve, and solve problems. It tells consumers a lot about organizational health.



# CONTENT DELIVERY

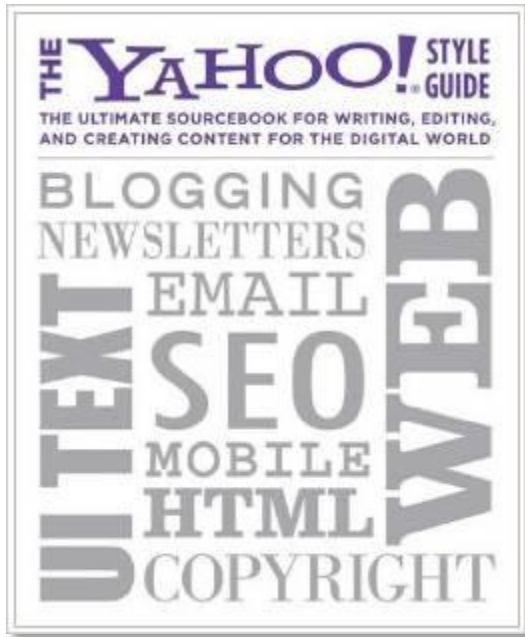
Multiple devices

Wikis (internal/external)

Support site



# CONTENT FOR A NEW GENERATION



Is it Web site, website or web site?

What's the best on-screen placement for a top story?

How can I better know my site's audience?

Existing style guides intended for print publishing

15 years ago Yahoo! began creating guidelines for web writing

Includes: identifying the audience and making the site accessible to everyone; constructing a clear and compelling story; developing a site's unique voice; streamlining text for mobile devices; optimizing webpages to increase the chances of appearing in search results; streamlining text so it can be read at Internet speed



# YAHOO! STYLE GUIDE





# ANDROID WRITING STYLE



| Too Formal  | Better  |
|---|---|
| Consult the documentation that came with your phone for further instructions.                                     | Read the instructions that came with your phone.                                |
| Sorry! Activity MyAppActivity (in application MyApp) is not responding.<br><b>Force close Wait Report</b>         | MyApp isn't responding.<br>Do you want to close it?<br><b>Wait Report Close</b> |
| Touch Next to complete setup using a Wi-Fi connection.  | To finish setup using Wi-Fi, touch Next.  |
| Your phone needs to communicate with Google servers to sign in to your account. This may take up to five minutes. | Your phone is contacting Google.<br>This can take up to 5 minutes.              |



# AT&T

Conservative, legacy carrier

Transitioning to technology company

Consumer business growing

Brand “police” team

CX team

Tone-of-voice guidelines

- Chatty
- Conversational
- Engaging

Yahoo! Style Guide





## Extensive research:

- Surveyed 1,900
- Users hated dialog screens + Helps
- Style described as “robot speak”

## The change:

- Use of plain English
- Adopting a more empathetic tone of voice
- Understanding where the user was in “the customer journey”
- What was the most important thing they wanted to do next?

A problem has been detected and Windows has been shut down to prevent damage to your computer.

UNMOUNTABLE\_BOOT\_VOLUME

If this is the first time you've seen this error screen, restart your computer. If this screen appears again, follow these steps:

Check to make sure any new hardware or software is properly installed. If this is a new installation, ask your hardware or software manufacturer for any Windows updates you might need.

If problems continue, disable or remove any newly installed hardware or software. Disable BIOS memory options such as caching or shadowing. If you need to use Safe Mode to remove or disable components, restart your computer, press F8 to select Advanced Startup Options, and then select Safe Mode.

Technical Information:

\*\*\* STOP: 0x000000ED (0x80F128D0, 0xc000009c, 0x00000000, 0x00000000)





# Microsoft



Your PC ran into a problem and needs to restart. We're just collecting some error info, and then we'll restart for you. (0% complete)

If you'd like to know more, you can search online later for this error: HAL\_INITIALIZATION\_FAILED





**Thank you**  
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