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# Tips for writing accessible emails.

## Why is it important to write emails in plain language?

- People will read the information you send.
- People will understand the content with ease.
- People are more likely to respond if they understand the content.
- If someone cannot understand what you have written in an email, it is as if you never sent the information at all.

## Use your subject line well

- Write a clear, short heading in the subject to help people find emails easily. For example, 'Your NDIS plan meeting' or 'Your complaint'.
- People might only scan the subject line so make sure you repeat the main message at the beginning of your email.
- The topic you are writing about may change in the email trail so be sure to change the subject line when this happens.

## Be specific

- If you want the person to do something, write the instructions clearly.
- If you want the person to provide information or give feedback, be clear about what you want.
- Clearly state the date when you need their reply, rather than 'as soon as possible'.

## Keep it short

Use:

- short words
- short sentences
- short paragraphs.

## Get to the point

- Write the most important information at the beginning of your email.
- Only write what is essential for the person to know about the topic.
- Keep your email short. If it is too long, consider calling the person instead. Follow up with a short email about the key points you discussed.

## Help your reader find key information

- Break up large sections of text with bulleted lists and subheadings.
- Use bold to emphasise key points.

## Keep it casual

- Use everyday language with a friendly, conversational tone.
- Use 'I' or 'we' rather than 'the organisation' to make your email more positive and enjoyable to read.

## Think about who needs to know

Only send your email to people who need to:

- respond
- stay informed about the topic.

## Consider your readers' needs

Consider the needs of the person you are writing to and make sure the email is accessible for that person.

If your reader has vision impairment, use:

- a font that is size 12 or larger
- colour-contrasting text - for example, black text on white background.

## Review before sending

- Take the time to read and edit your email before sending.
- Fix typos and confusing sentences.
- Check you have used the right tone. If you think the reader could misinterpret your intent or emotions, take the time to re-write what you have done.
- Never use ALL CAPS. Only use underline for web links.



If you would like to know more about accessible information, please contact Scope's Communication and Inclusion Resource Centre.

**Phone:** 1300 4 72673

**Email:** [contact@scopeaust.org.au](mailto:contact@scopeaust.org.au)

**Website:** [www.scopeaust.org.au](http://www.scopeaust.org.au)