

# Plain Language Checklist

- Know your audience, and write for them
- Put the most important information first
- Use short words, sentences, and paragraphs
- Avoid jargon and acronyms — use common words
- Aim to write at an 8th grade reading level or below
- Write in the active voice
- Use headings, bullets, and lists



**Not sure if something's plain enough?**

Send your questions to [digital@cto.nyc.gov](mailto:digital@cto.nyc.gov).