

If Findmypast was a person



Professor Brian Cox

A renowned academic, he has a natural ability to make complex topics interesting, engaging and accessible.

We respect his world-class knowledge, which he expresses in a clear, appealing way.

And we love the enthusiasm with which he delivers his expertise and unique insights.

Despite his intelligence he isn't intimidating or arrogant. Never smug, he doesn't make us feel stupid.

His friendly face and warm, winning smile reflect his easy, open style.

If we met him (and we'd love to) he'd be polite, kind, and charming.

Easy to chat to, he'd make us feel instantly at ease and comfortable.

OUR voice should remain consistent but our tone can adapt depending upon the situation and the person we're talking to. Just like we talk to our parents and friends differently, a reply to a member's complaint should feel different to a social post.

Some style tips.

Active voice Use active verbs. They feel more positive than a passive voice.

Avoid slang and jargon Jargon adds complexity. Slang is over-familiar and too informal.

Write positively Positive language feels more optimistic than negative language.

Active voice.

An active voice makes writing clear and more to the point, requiring fewer words to communicate the same message than a passive voice. It also feels more positive.

So, active:

Claire used the smart family tree.

Not passive:

The smart family tree was used by Claire.

