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# Make your content easier to consume

Finding the right document is just the first step in connecting your team with the content they need. Sometimes what they need is in the middle of a document.

Regulatory requirements or complex processes may make your content long, dense, and difficult to consume. Unfortunately, these are all things that work against your purpose of providing the right information, to the right person, at the right time.

You can help by making the content easier to consume “at-a-glance.”

## Say ~~a lot~~ more with less

Make your documents easier to read by making each part shorter and more concise.

In general, cut the fluff. If you can say the same thing with fewer words, do it.

Here are some tips:

- Use clear, concise language
- Keep sentences short and actionable
- Break long content into segments
- Avoid long paragraphs of text
- Use lists for sequential steps

## Style Consistency

Consistently apply styles like subtitles, color highlighting, and even all caps to help your team find important information across all documents.

Establishing a style guide can help a team of contributors consistently deploy style tools. Consistent style execution will help your readers learn how to skim your documents faster.

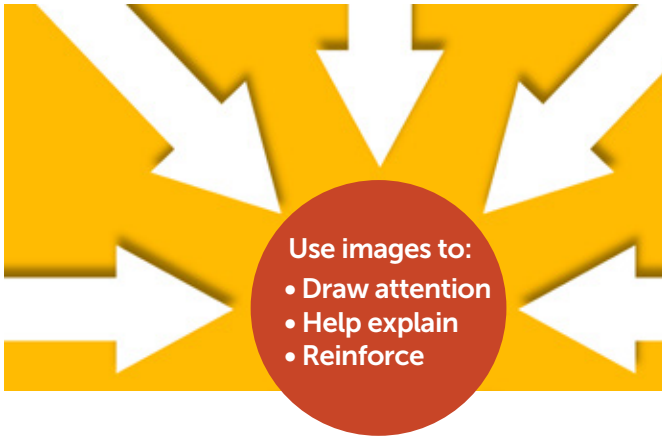
### Use any style sparingly.

A good rule of thumb is: if everything is bold/highlighted/capped, then nothing is.

*NOTE: The use of styles in this section is a great example of what not to do. All the text styles and highlights make it hard to focus.*

## Considerations for your style guide

- Limit ALL CAPS for abbreviations and other rare instances – ALL CAPS ARE HARD TO READ AND TEND TO GENERATE MORE ATTENTION THAN WAS INTENDED
- Highlight items with color if the color conveys a message – use color for things like **safety risks**, levels of security, or other items of importance
- Use bold type to create sub-headings within documents – bolding text can help people skim content by **focusing attention** on the items in bold instead of reading everything



## A picture is worth...

Where possible, replace long text descriptions with videos, diagrams and other media. Images draw attention and provide breaks in content.

People process information in different ways. Providing content as text, supported with graphics and video will help the widest possible audience.

## Navigation Tools for long documents

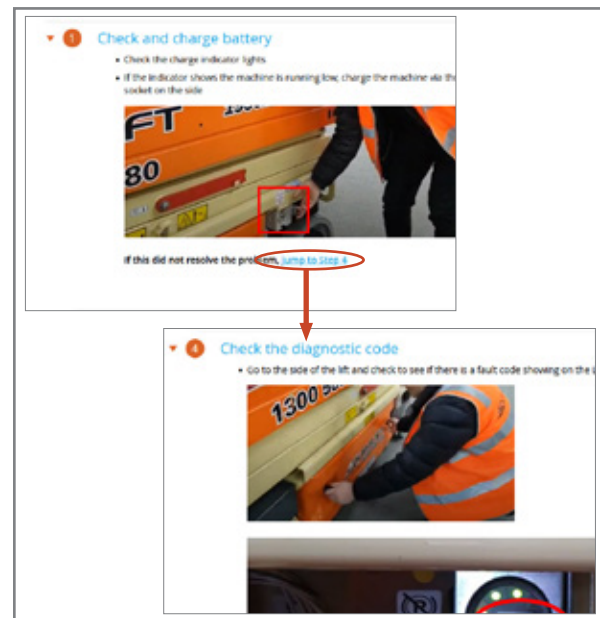
Acadia provides two tools for navigating within content – anchor tags.

### Table of Contents



Anchor tags used as a table of contents help you jump from the top of a document to a critical or frequently used section within the document body.

### Decision trees



They also help readers skip to a different part of a document based on the outcome of a procedure step. This strategy is often used for troubleshooting.

**You're not alone! Contact your Client Success Manager for support on any of the concepts you've read about in this quick guide.**