



Social Security
Scotland

Tèarainteachd Shòisealta Alba

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Our voice

Writing and speaking

Social security is a human right. Any of us, at any time, may need this support.

At Social Security Scotland we aim to:

serve everyone in Scotland equally

treat everyone with dignity, fairness and respect

make sure everyone can use our services

How we write and speak is an important part of achieving this.

Tone

Our tone of voice defines how we bring our values to life when writing and speaking. We follow guidelines to make sure we communicate in a way that's:

Respectful and inclusive



We do not tell people what to think and we treat people as equals.

We use a friendly tone to help people feel included, at ease and speak openly. This means we:

- use contractions like 'you're' and 'we're'

- it's 'your application' and 'we' or 'us' rather than always saying 'Social Security Scotland' or 'the Scottish Government'

Knowledgeable and professional



We have the expertise and information that our clients need. We can build trust by sharing our knowledge.

However, these subjects can be complex. So, it's important that we share what we know in ways that are easy to understand. This means we:

- avoid unnecessary words

- only cover one idea a sentence

- put the most important information at the start

use headings, lists and numbered steps

Positive but realistic



We're here to provide a service and support people. Our communications should be helpful and encouraging but practical. We keep things simple and always explain terms and statistics.

We've developed 2 guides that make sure we communicate in a way that's:

easy to understand

accessible to different people with different needs

inclusive of everyone's identity

Style guide



Read our [style guide](#) for guidance on word choice, grammar and spelling. >

Writing guide



Read our [writing guide](#) to make your writing clear and accessible. >

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If you are an organisation or individual who works with people who may need information or support on any of our benefits, sign up to our stakeholder newsletter.

We'll never send you content you haven't asked for and you can opt out at any time.

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Clients can call us on:

0800 182 2222

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