

Project Lela Voice + Tone Guide

At Project Lela, our main audience primarily consists of:

- Individuals who are engaged with and interested in learning more about topics related to workplace diversity and inclusion, and/or career advancement.
- Individuals who are experiencing a workplace issue and need help
- Individuals who have experienced a workplace issue and want to ensure it doesn't happen again
- Workplace experts who want to help

We want to engage with these audiences to create market awareness of Project Lela's product and establish a community around this movement for change.

Our audience is looking for:

- **Empowerment.** The information, means, and support to take action.
- **Information.** Clear and professional, fact-driven, and confirmed by industry bodies.
- **Belonging.** Motivation to join a community and contribute to an impactful and meaningful cause.
- **Ideas.** Recommendations and advice from professionals and community members about how to navigate or handle their workplace issues.

Writing Goals + Principles

CONTENT

We aim to:

- **Educate.** Provide relevant and timely information, using language that is informative, engaging, and inspires confidence.
 - Content: Use data, statistics, and information from trusted sources. Provide relevant articles and resources in monthly newsletters and/or in the resource library.
- **Excite.** Highlight the innovative and inspirational nature of our work to draw interest in and support for our movement.
 - Content: Use powerful imagery, quotes, and media on the website and on social media.
- **Inspire Trust.** Establish Project Lela as a credible and trustworthy expert they can count on.
 - Content: Use partner logos, testimonials, and quotes from individuals and workplace experts on the website, social media, and in newsletters.
- **Affirm.** Create a community of survivors and change-makers that understand, support, and encourage one another.
 - Content: Use newsletters and social media posts to highlight Project Lela's sense of community.

TONE

In order to accomplish these goals, we want our content and language to be:

- **Motivational.** Individuals experiencing workplace issues may feel helpless, fearful, or ashamed. They need to feel like Project Lela provides a sense of belonging so that they're not alone. They also need hope that their issues can be resolved and that Project Lela is working towards a more equal future. For workplace experts, Project Lela provides a deeper understanding of what individuals experience and how they can make a difference for those in need.
 - Use inspirational and bold language when describing our vision and work, unafraid of advancing the change we want to see. Storytelling evokes a sense of community so readers see themselves reflected in the quotes and narrative.
- **Informative.** Individuals are seeking help, resources, guidance, and information to navigate their issues and feel empowered to take timely action. Workplace experts want to know how they can get involved and how Project Lela can improve their professional and social standing.

- Ensure that the content we create is valuable and useful by understanding who our audience is and their needs or goals. Keep messaging straightforward and concise.
- **Clear.** Many industry bodies (ex.: EEOC) use technical language to talk about the issues that individuals are facing in the workplace. Individuals need plain language so that they can quickly understand their rights and options for taking action.
 - Keep language plain and simple, without the use of informal idioms, slang, or technical jargon when speaking to individuals. Use technical jargon where appropriate when speaking to workplace experts.
- **Approachable.** Workplace issues can feel scary, uncomfortable, and challenging. Speaking with legal service providers and human resources professionals can be intimidating. Project Lela should be a place where individuals can feel supported, understood, and welcomed.
 - Messaging should be conversational, friendly, and supportive and uses wording that individuals naturally use in relation to our topic. Keep language relaxed and less formal, but still respectful, open, and welcoming.

Voice

At Project Lela, our voice is spirited and fearless, as someone who cares deeply about the transformative work they are doing and the community they are building.

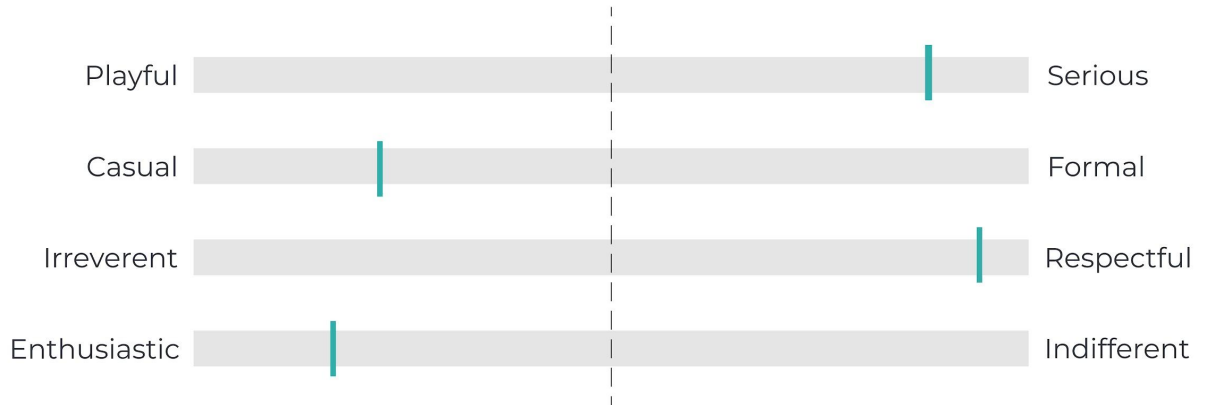
Tone

Although our voice remains constant, our tone changes to fit the context and our audiences' emotional state.

At Project Lela, our tone is motivational, informative, approachable, and confident.

We are *not* peppy, stuffy, playful, or arrogant.

Project Lela Tone Map - Individuals



Project Lela Tone Map - Workplace Experts

