CASE STUDY: TRICKY JIGSAW & NSW DoE

WHAT WAS THE OBJECTIVE?

In collaboration with Tricky Jigsaw and the NSW Department of Education, we developed a tone of voice and website content for 'The Code'. This website is about building positive online presence and supports parents, teachers and students.

HOW DID WE DO IT?

Tricky Jigsaw, who were engaged by the Department of Education undertook rigorous, human-centred research around online safety. They then engaged us to help with developing a content framework and to author the website's content.

Once the content framework was established, we worked on tone of voice and language samples, incorporating WCAG 2.0 guidelines to ensure accessibility.

After approval, we then wrote various pieces of website content; from simple checklists and tips through to conversation starters featuring interesting case studies and articles based on current trends.

The content was thoroughly researched and included thought leadership from academics, police, online safety experts, teachers and parenting organisations.

HOW WAS IT INTEGRATED AND WHAT WERE THE RESULTS?

The Department of Education is currently working on the final stages of the website-build before roll out. The resource will provide parents, teachers and students with proactive measures to support online safety.

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The Code
Tone of voice

The Code
Tone of voice

INSTRUCTIONAL, FACTUAL, PROACTIVE, DIRECT,
FRIENDLY, ACCESSIBLE

A straightforward tone that explains how to apply proactive and
practical measures to build positive online presence.

Considerations
- Help parents and teachers understand positive behaviours to
  support children in healthy habit-making
- Practical tips to support constructive conversations
- Step by step instructions to parents to eg. support profile
  creation or adjust settings
- A balanced view of both benefits and prevention strategies (with
  a focus on being proactive)
- Statistics that capture the reality of an issue or highlight facts
- Easy to scan lists that identify examples or tips
- Show what appropriate limits and boundaries look like
- Identify solutions wherever possible or link to eSafety for access
  to further support
- Stories to bring the content to life and show parents' positive
  experiences related to their child's online presence
- Definitions, quotes or statistics that verify the content has
  been distilled from credible research (Eg. academic papers or
  psychological reports)
- Clearly identify the age of children in each article

KEYWORDS

Simple
Clear
Proactive
Factual
Practical
Direct
Useful
Matter of fact
Strategy-focused
Tips on the 'how'
'Do x to achieve y'

The Code
Tone of voice

WRITING IDEAS

Sentences that are clear and matter of fact
"76% of children aged 9-16 access the internet for around an hour and a half each day."

Bulleted lists to simplify and organise information for scanning
Social media can help your child build skills in:
- Online navigation
- Sharing digital content
- Responsible online interaction
- Building an online identity

Simple paragraphs that contain one idea
What is social media?
Social media is any online program, website, or platform that lets your child interact with other people.
This can include sharing images and videos, writing comments, and playing games.

Short examples of talking with children about what to do in online situations (Sidebar)
'Annie plays games with her friends online. She showed me the game and I asked her some questions.
She liked telling me about it and I felt better after this talk. I told her that she needed to come to me if
she was contacted by someone she didn't know.'

Short quotes that validate content has been distilled from credible research (Sidebar)
"Children and young people are building a larger and more diverse digital identity than any other
group previously, as they have been online from younger ages."
Expert insights into education for positive digital footprint development, NSW Department of Education

IMAGE IDEAS

Families having a constructive conversation, parents setting a boundary or limit (eg. screentime chart),
a child learning a skill online, a child and parent watching a video together, a child using a device
amongst family (not alone), a child teaching a younger sibling using online information.

The Code
Tone of voice

WRITING FOR WEB & MAIN CONSIDERATIONS OF
WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG) 2.0

Considerations
- Copy is suitable for scanning
- Inverted pyramid model
- Highlight keywords
- Short headlines that preface information to follow
- Short paragraphs (4 sentences or less)
- One idea or single topic per paragraph
- Short sentences (12 words is ideal)
- Use 'you' and speak directly the reader
- Use active voice
- Divide long sentences in two
- No jargon, slang or words with special meanings
- Remove redundant words
- Single nouns or noun phrases
- No complex words
- Bulleted or numbered lists
- Clear pronoun references
- Sidebar quotes, definitions and statistics
- Sidebar parents' stories in first-person

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