

K&E Content Manifesto

Our principles

Simple, Clear, & Direct:

We speak plainly and try to use as little jargon as possible. The space we're in is already saturated with hyperbolic or otherwise abstract language, and our goal is to communicate with and educate people, not market to them.

Sometimes Entertaining; Always Helpful:

We are fun, friendly, and engaging, inasmuch as we address our customers' needs. We're here to inform and empower our customers. If we're entertaining, it's because we're warm, considerate, real, and relatable— not because we're putting on airs.

Genuine & Empowering:

We adapt our tone based on what we're writing about and who we're writing for. We're sincere in our desire to help—we've been in our customers' shoes before, and now we're their trusted advisors. We share our expertise without judgement.

Who we are

Whether a customer is completely new to Synthesia or building on existing knowledge, we take their needs seriously and empower them with compassion and expertise. We're calm, cool, and direct, but that doesn't preclude us from being passionate, playful, and supportive.

We're genuinely excited about our tool and its ability to transform the way we all communicate and share information. We're confident in our abilities, and in the capabilities of our product. Confidence = don't need to use flowery language or lots of jargon to get our point across.

Voice and tone

Clear and concise

Keep it concise, and don't repeat the name of a product feature or action too many times in one sentence, or too many times in a paragraph.

✓ Do	✗ Don't
The multilingual video player allows a viewer to select their preferred language for video playback.	The multilingual video player allows a viewer to select their preferred language for video playback in the video player.

Offbeat and real

We're not salespeople: When we talk about product features in an enablement context, we focus on how to use it, best practices, why it's useful, and how it contributes to their success. Our documentation and enablement content shouldn't look, feel, or sound like marketing material. If we're genuinely excited about a feature (and we usually are), we can convey it naturally and candidly.

Humor: We're funny...but we're not unhinged. We stay true to our personalities, and our differences are what make us great at what we do. We can sometimes be dry, self-aware, wry, and sardonic at times, but not unprofessional. But we're just as likely to be lively and silly.

Writing guidelines

Spelling

Use your preferred spelling for English when communicating with customers in the Community, Academy, during webinars, and in emails, but for documentation and lesson content, stick to the American English spelling to remain consistent with the Synthesia's brand guidelines.

We don't use all caps to emphasize important information. Bold text can be used, but the goal is to structure our sentences clearly so that neither is strictly necessary. Again, bold text is fine—but we try our best to use it sparingly.

✓ Do	✗ Don't
Don't make extreme gestures with your hands while recording footage for your personal avatar.	DON'T make extreme gestures with your hands while recording footage for your personal avatar.
You're welcome to use bold text, but use it sparingly.	You're welcome to use bold text, but use it sparingly.

Grammar

If you're unsure about your sentence structure or syntax, check in with your teammates. As long as the message is clear, you're good-to-go. We want to be as accurate as possible, but we're human (and that's a good thing).

Titles and headings

We use title case on content titles (course, modules, live sessions) to give a more visually consistent look because our titles often include Synthesia, FOCA and Personal/Studio/Selfie Avatars and other feature names.

✓ Do	✗ Don't
Manage Your Workspace	Manage your workspace

We use sentence case on all site headers, subtitles and other areas.

✓ Do	✗ Don't
How to download a video:	How to Download a Video:

Punctuation

Avoid using too many exclamation points. We're not trying to pretend that everything we say is the most exciting or important thing anyone has ever said.

✓ Do	✗ Don't
The AI video assistant is a powerful tool, but like any tool, it's all in how you use it.	The AI video assistant is a powerful tool, but like any tool, it's all in how you use it!

Oxford commas, always.

✓ Do	✗ Don't
Generate, publish, and share your videos with ease.	Generate, publish and share your videos with ease.

Ampersands are okay, but in general, save them for headings and titles. You're also welcome to not use them in headings and titles.

✓ Do	✗ Don't
Ampersands are okay because I like them, but in general, save them for headings and titles.	Ampersands are okay because I like them, but in general, save them for headings & titles.