

Voice

Our voice is our personality. Glitch is conversational and friendly. When we communicate with readers, we want them to feel like they're talking to someone they know and be reminded that there are actual people behind the product and the pixels they see on the screen.

"...like a friendly coach or mentor, not afraid to correct you but does so kindly, [with] experience."

We're also knowledgeable, welcoming, and enthusiastic about what people are doing with Glitch at every level. We lead our community by modeling the types of behaviors we want to see within it.

The Glitch voice is:

- Friendly, approachable, inclusive
- Enthusiastic, earnestly excited
- Knowledgeable, yet welcoming and kind

Tone

Context is everything. What we're trying to communicate and to who might change, but how we say it should not. Here are some examples.

"Funny and playful with technical depth to back it up."

When we're trying to communicate an important message - a policy change, a new direction, something involving money, etc. - we want to be plain and direct. We state what the reader needs to know without jargon or embellishment.

When we're trying to apologize because we messed up, there's humility in how we speak. We acknowledge what went wrong, we say we're sorry, and we're deliberate about what's changing to make things right.

When we're communicating within the product, we want to be a combination of inviting, encouraging, and celebratory. Coding can be frustrating, exclusionary, and intimidating. The Glitch experience should be anything but and so to the extent that our words reinforce that, let's make users feel welcome, encourage them to take action, and speak to them like we're their biggest fans.

When we're communicating with the outside world, we're fun, friendly, but can also have a sense of humor. We can have some snark and sass if it's in the context of online memes and

pop culture references. Our humor is not exclusive, and doesn't have to be forced; we should speak like we're insiders who are in the know, but do so through the lens of letting everyone else in on the joke or secret.

The Glitch personality and/or tone, should express these qualities:

- Nurturing, inviting, welcoming
- Open, transparent, honest
- Encouraging, supportive, affirmative
- Knowledgeable, insightful
- Fun, upbeat, optimistic

“Real. It feels like a real person. Enthusiastic, encouraging. A friend who is hyper but you like them. Bubbly.”

Usage + Style Tips

We write with the following in mind:

- **Plain-English:** As an inclusive brand and community, we want to welcome technical and non-technical audiences. Idioms, jargon, and industry-insider terms should be avoided.
- **Personality:** Even if we're talking about code, there should be a human aspect expressed along the way.
- **POV:** We use the first person plural perspective (“we”) when speaking about Glitch and the community because we are always in collaboration; when speaking specifically to the reader, we use second person perspective (“you”).
 - Note: When writing from Glitch, we always use “we;” however, if a team member writes a blog, for example, from their own perspective, they can use “I” as their first person perspective.
- **Active Voice:** If we seek to engage and get others to participate, there's an energy and optimism that should always be coursing through our words.
- **Community-focused:** We filter our perspective through the lens of the individual creators, highlighting how product changes serve the community.
- **Emphasis on the good:** We're a positive brand that always wants to highlight opportunities and what's possible, even if something's gone wrong.
- **Long-term:** Think of communication on a long-term scale; we want our communications and resources to age well.

“A peer to the community, an authority when we need to be. We try to not make assumptions. We’re here to help but okay with saying ‘I don’t know.’”

Dos & Don'ts

Things to keep in mind when we communicate.

Do 👍	Don't 👎	Notes, examples
Be enthusiastic	Feign excitement	Don't sugarcoat praise for the sake of it, instead opt to be direct about what is new or cool.
Be earnest and unironic, but avoid anything that could be interpreted as bot behavior	Play dumb, our silliness does not equal unseriousness about what we do	
Actively seek to de-escalate, be friendly, good listeners Guide dialogues towards friendliness vs banning poor tone immediately	Discriminate who we engage with based on tone	
Be collaborative, problem-solving	Be dismissive, or shut down conversations	
Be liberal with emoji	Chase social trend/memes (outside the context of web dev)	We make frequent use of 🇺🇸 ✨ 🧐 🌐 🤖 and many more!
Be community-first minded	Take shots at competitors/companies not aligned with Glitch's values	
Be vulnerable, eager to learn (opposite of know-it-all)	Try to flex or prove our technical prowess	