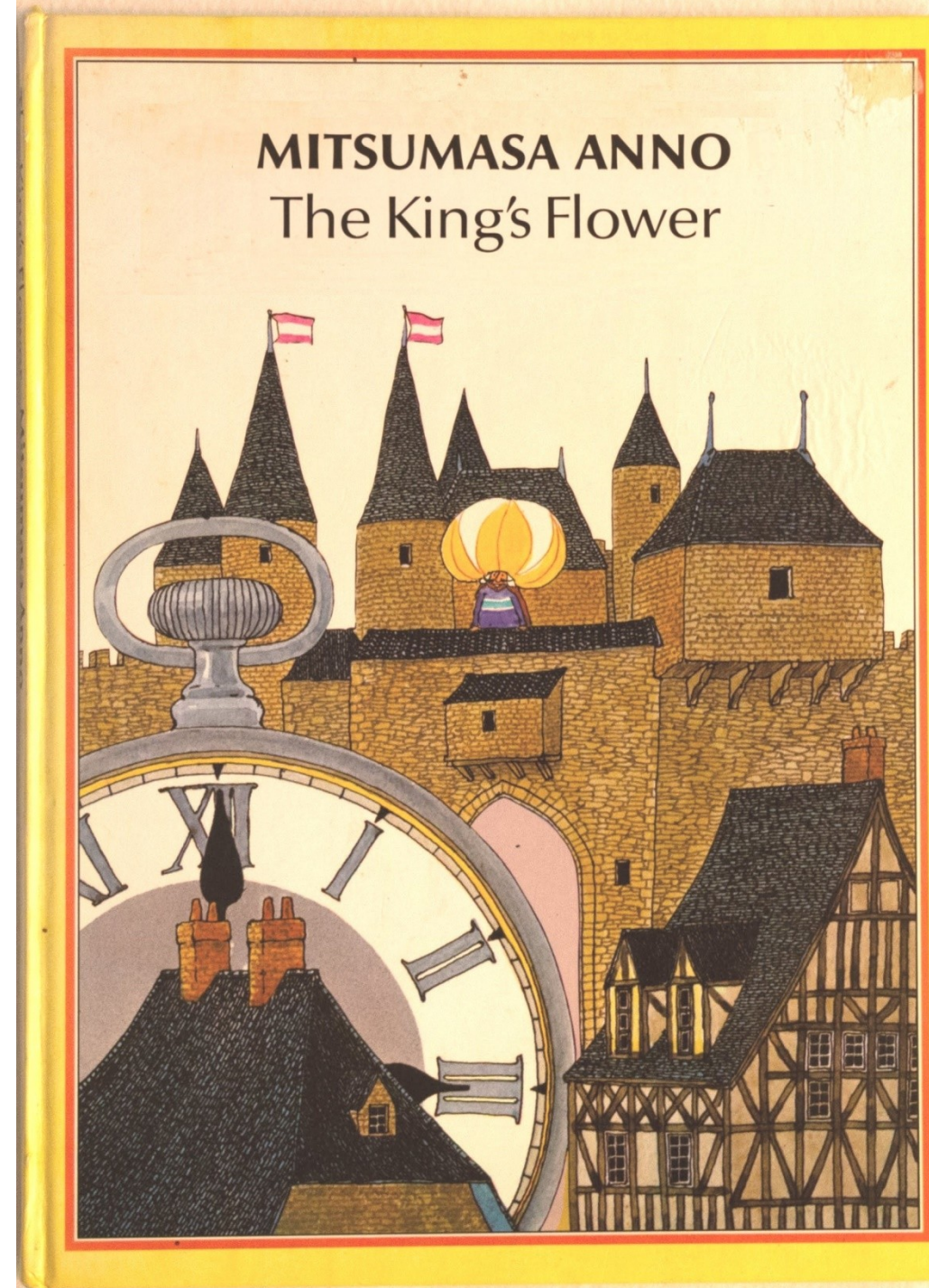


How I won followers  
and influenced people:

Tech comm lessons from  
writing about novels\*

\* But using a children's picture book:

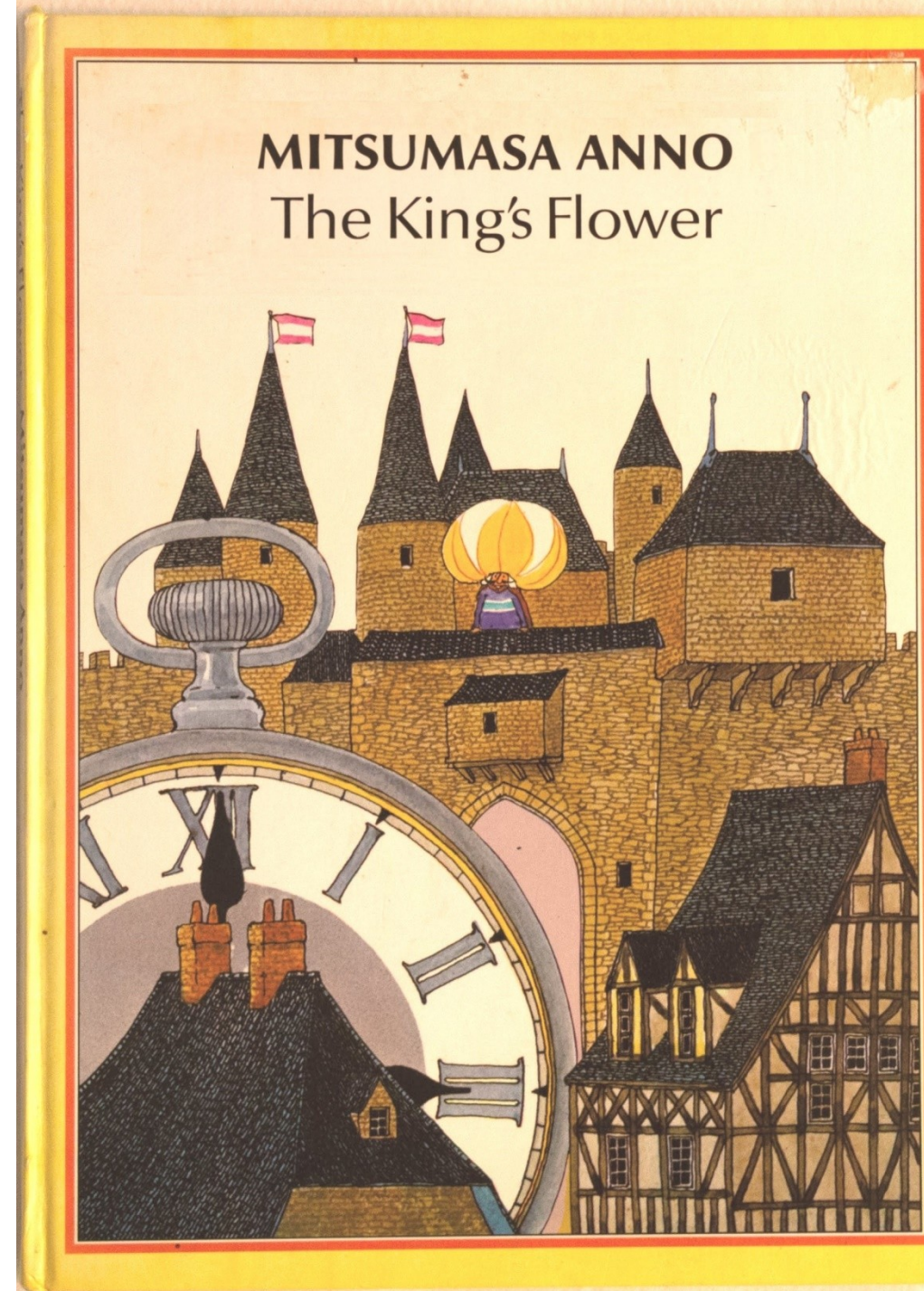
"The King's Flower" by Mitsumasa Anno.  
Macmillan Children's Books (published 1986)  
ISBN 0333419774



**How many different sorts of writing do you do?**

**Use whatever labels, definitions, or groupings are meaningful to you.**

**Pick one that's not technical.  
Jot down at least one aspect that you could apply to your technical writing.**





Context:  
tools for the task



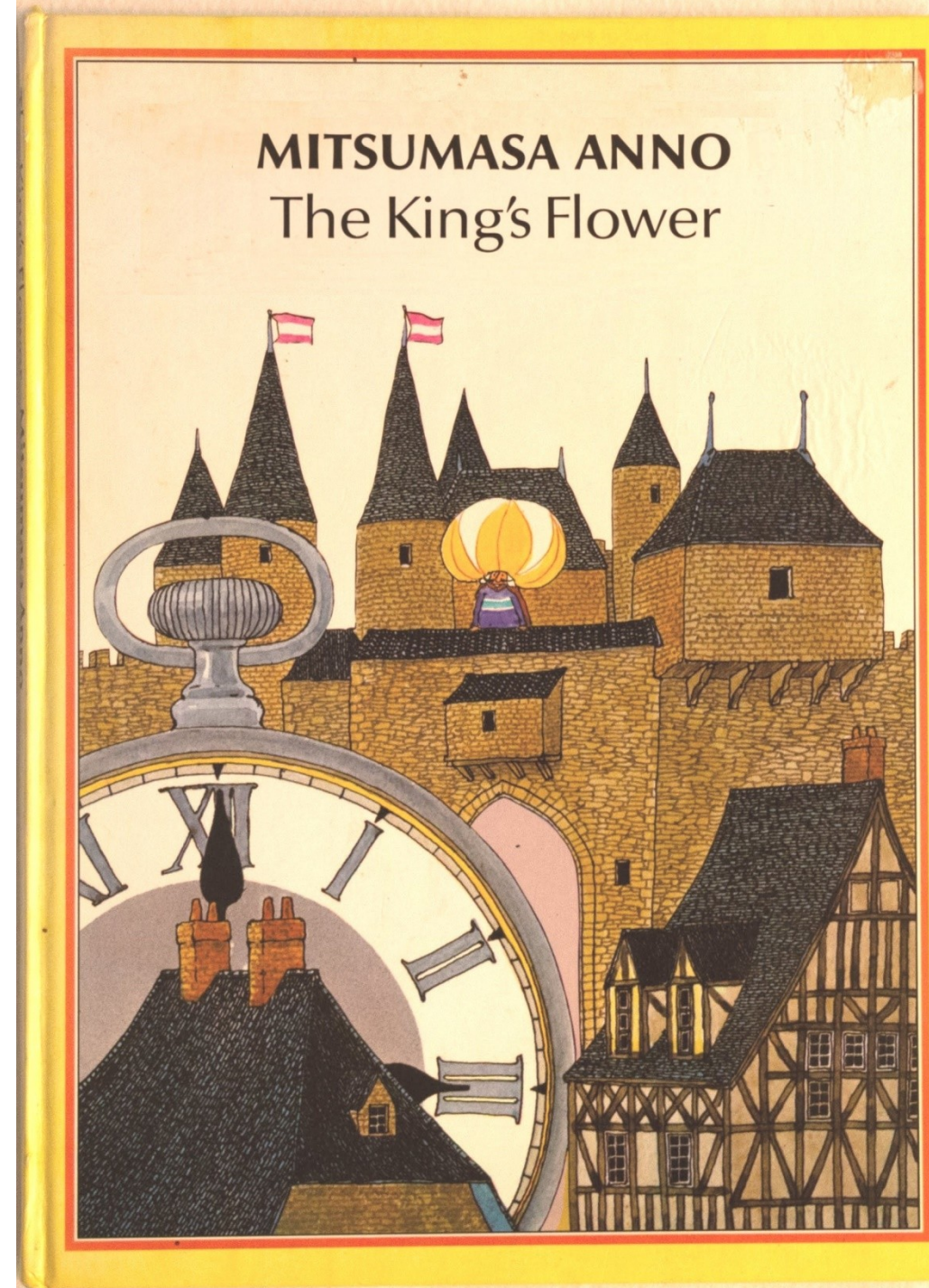
Target the audience  
you want



Timing matters

*“Trust yourself.  
You know more than you think you do.”*

Dr Benjamin Spock





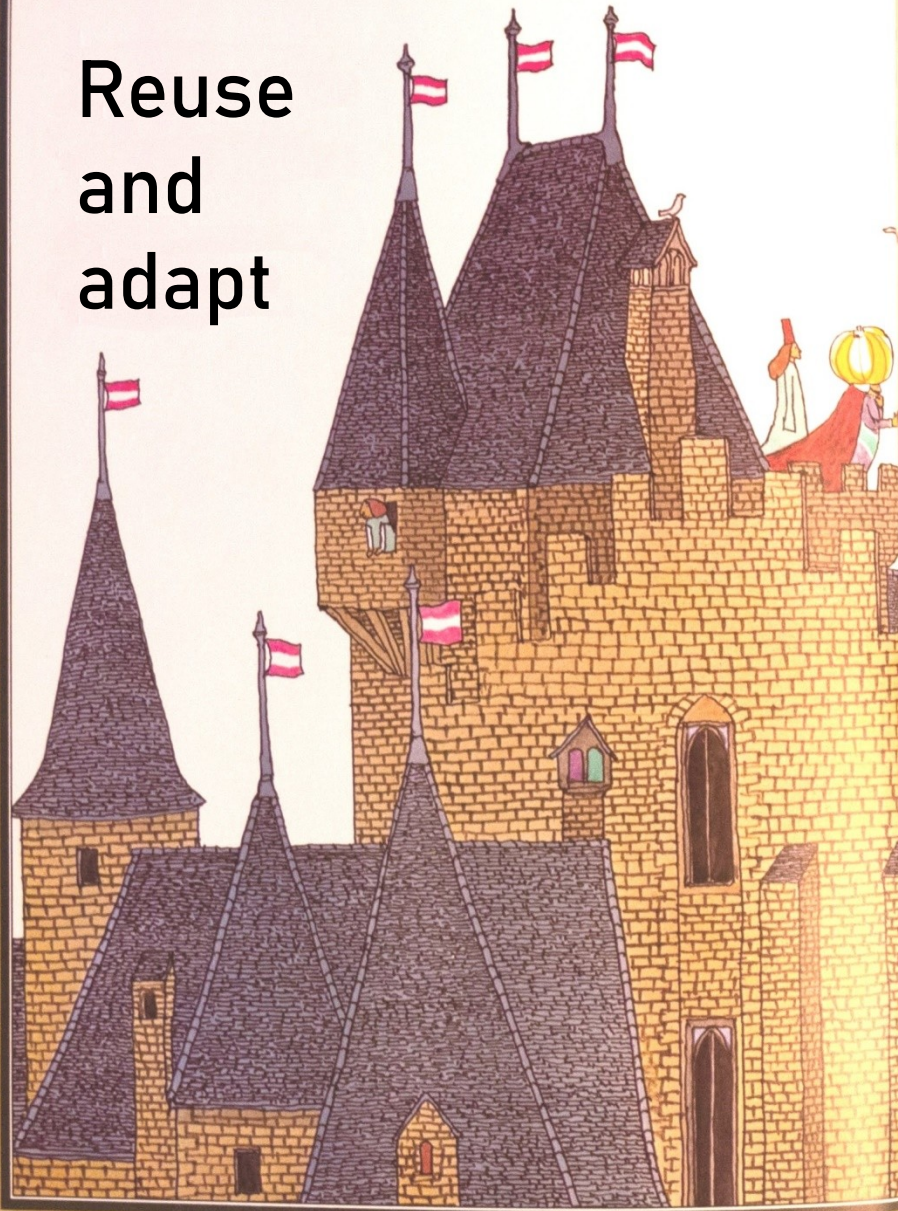
Context is all



# Tools to suit the task



Reuse  
and  
adapt



Sensibly



Sometimes,  
you do  
need silos



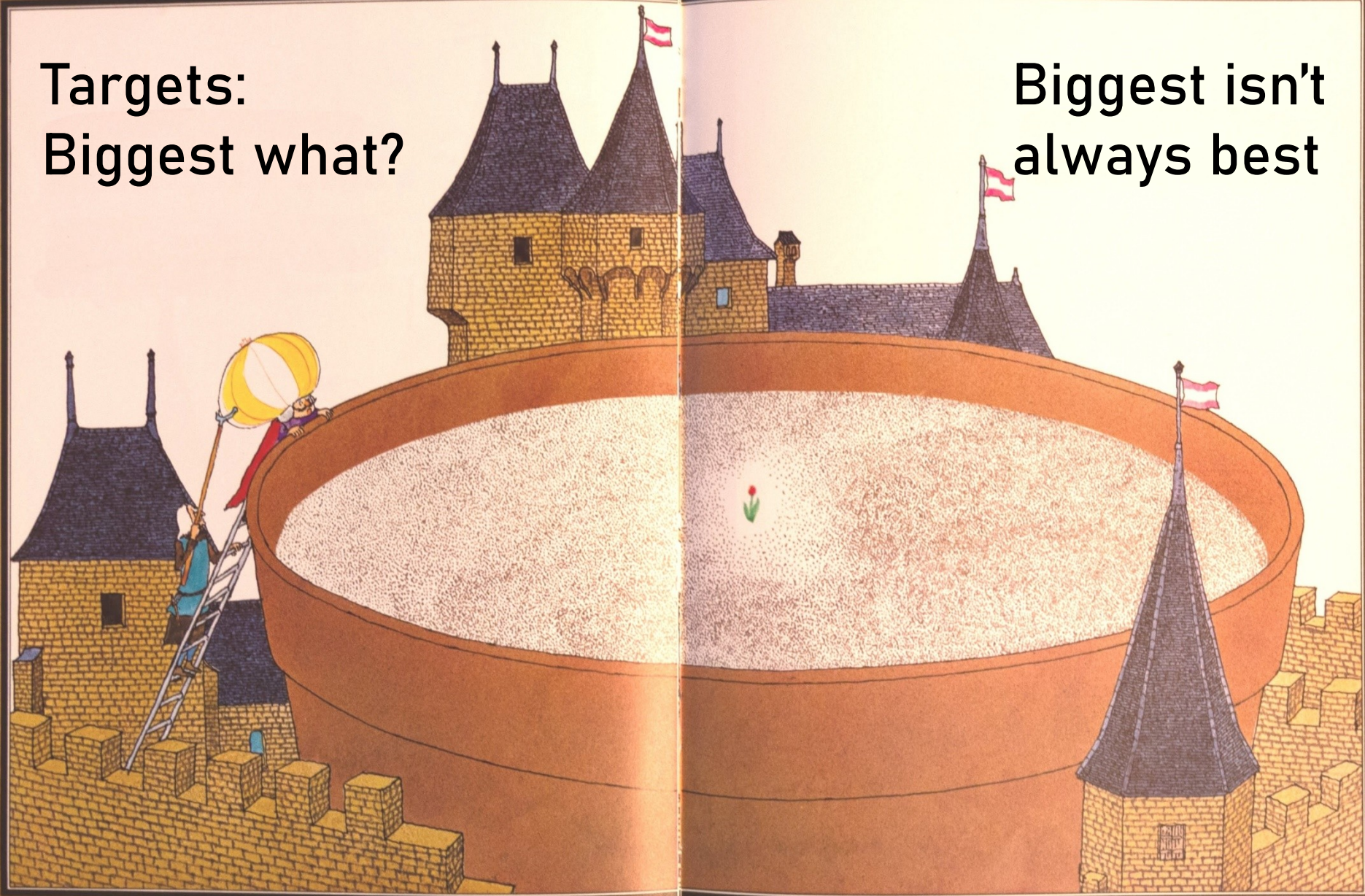


Timing:  
Social media is 24/7



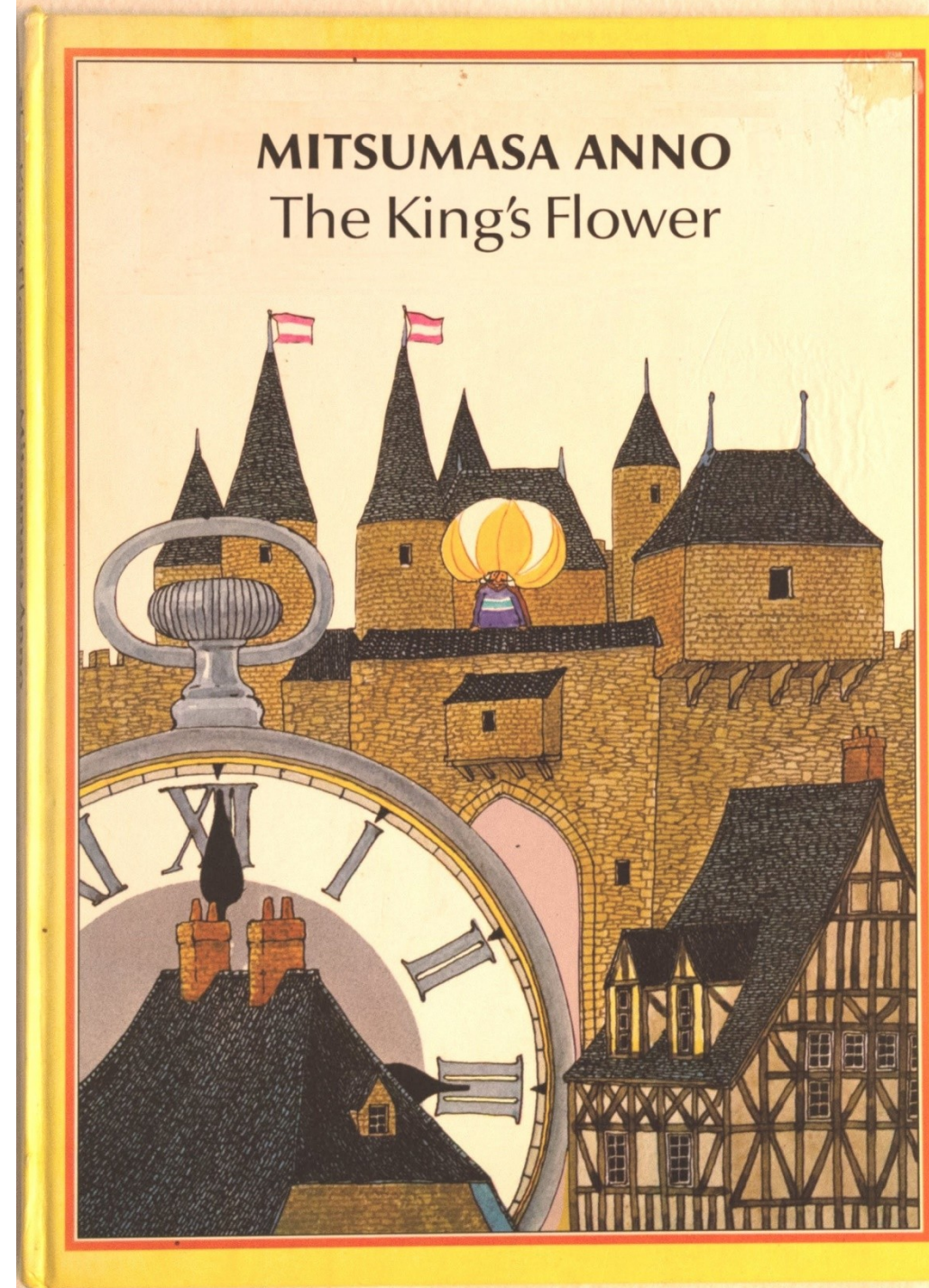
Targets:  
Biggest what?

Biggest isn't  
always best



# Tips

- Adapt what you already know
- Learn what you don't know, as you go
- Social media is social: talk with your audience
- Think global: 24/7 time zones as well as language and cultural differences
- Add new content frequently – be topical
- Keep existing content up-to-date
- Adapt your style guide
- Use progressive disclosure
- Test for all platforms
- Build trust, but use silos when necessary
- Beware numerical targets





**Context:  
tools for the task**

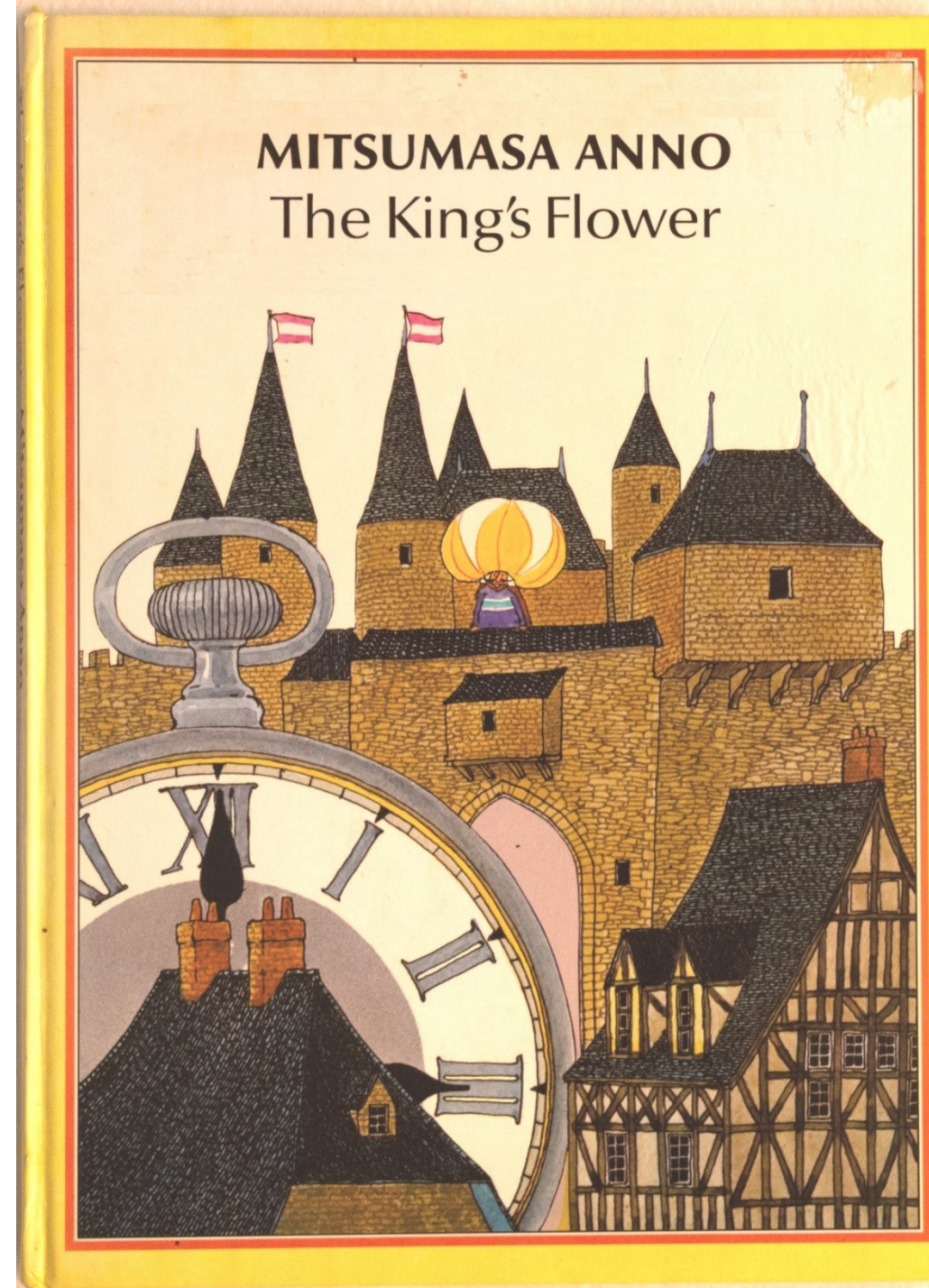


**Target the audience  
you want**



**Timing matters**

**“The King’s Flower” by Mitsumasa Anno.  
Macmillan Children's Books (published 1986)  
ISBN 0333419774**





**Context:  
tools for the task**



**Target the audience  
you want**



**Timing matters**

**[cecily.techauthor@gmail.com](mailto:cecily.techauthor@gmail.com)**

**[www.goodreads.com/user/show/1199525-cecily](http://www.goodreads.com/user/show/1199525-cecily)**

**<http://www.istc.org.uk/our-community/short-story-competition>**

## **Some of my favourites**

- **Titus Groan, Gormenghast, Titus Alone by Mervyn Peake**
- **Heaven and Hell trilogy by Jón Kalman Stefánsson**
- **Augustus by John Williams**
- **Collected Fictions by Jorge Luis Borges**
- **Embassytown by China Miéville**
- **In the Penal Colony by Franz Kafka**
- **Galápagos by Kurt Vonnegut**
- **Buried Alive by Arnold Bennett**
- **The Thousand Autumns of Jacob de Zoet by David Mitchell**
- **The Road by Cormac McCarthy**
- **The Rainbow by DH Lawrence**
- **The Hitchhiker's Guide to the Galaxy by Douglas Adams**
- **A Fairly Honourable Defeat by Iris Murdoch**
- **The History of Love by Nicole Krauss**
- **Fahrenheit 451 by Ray Bradbury**