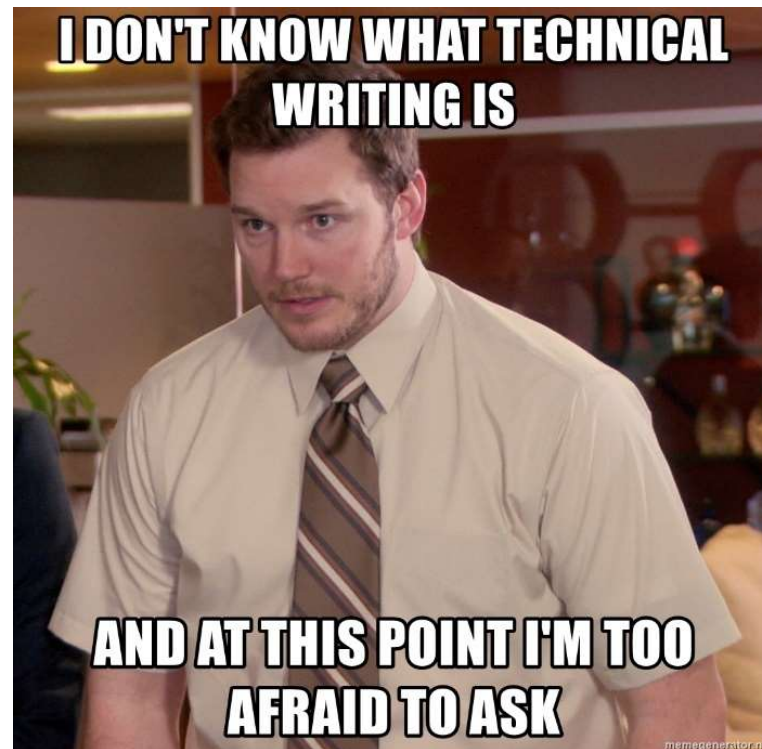


Technical Writing is Awesome



...I promise

What do technical writers do?

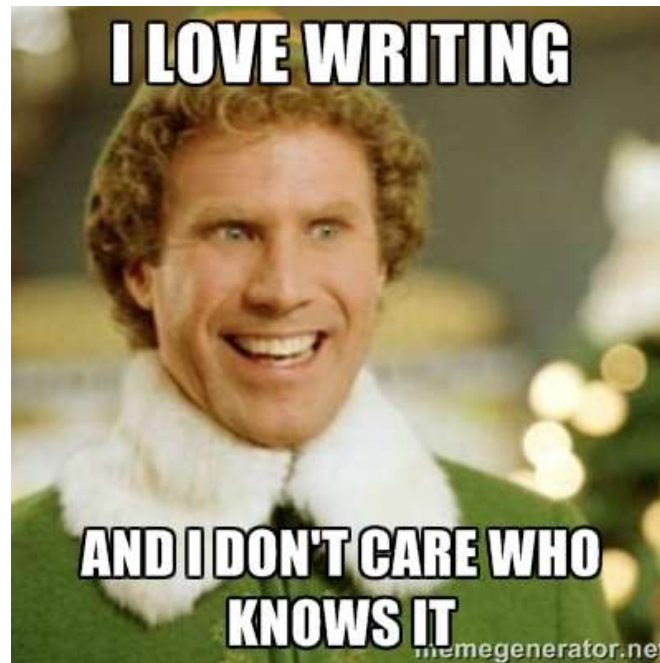
And why would a company hire technical writers? *

*There is a widespread belief—one with no historical or grammatical foundation—that it is an error to begin a sentence with a conjunction such as *and*, *but*, or *so*. In fact, a substantial percentage (often as many as 10 percent) of the sentences in first-rate writing begin with conjunctions. It has been so for centuries, and even the most conservative grammarians have followed this practice.

--*Chicago Manual of Style*

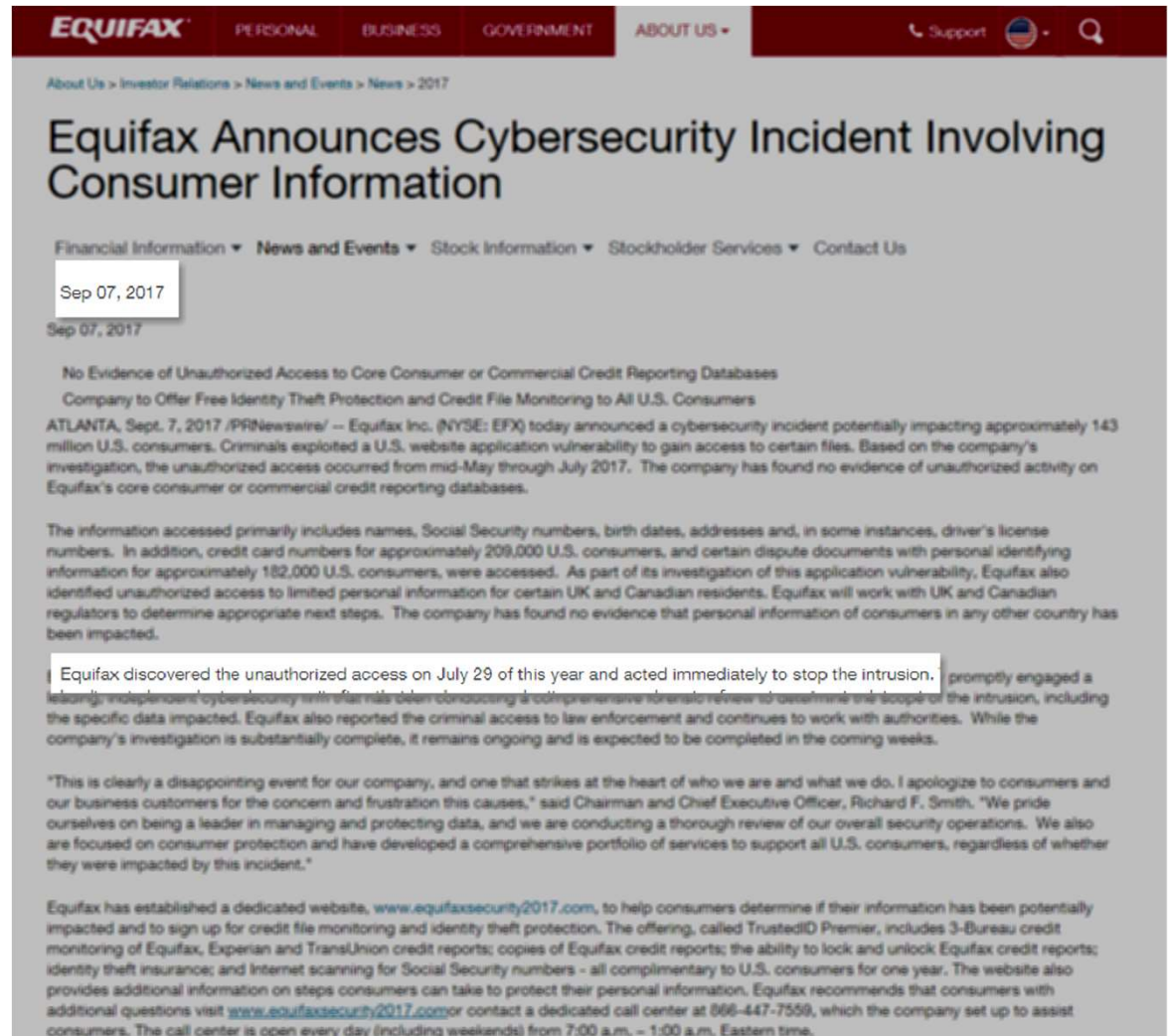
Measures of Excellence in Technical Documents

Stolen, in good faith, from *Technical Communication*, 11th ed. By Mike Markel



Honesty

(Tell the truth!)



The screenshot shows the Equifax website with a dark red header. The Equifax logo is on the left, and navigation links for PERSONAL, BUSINESS, GOVERNMENT, and ABOUT US are in the center. A 'Support' link with a phone icon and a search icon are on the right. Below the header, a breadcrumb trail reads 'About Us > Investor Relations > News and Events > News > 2017'. The main headline is 'Equifax Announces Cybersecurity Incident Involving Consumer Information'. Below this is a navigation bar with links: Financial Information, News and Events, Stock Information, Stockholder Services, and Contact Us. A date box shows 'Sep 07, 2017'. The sub-headline reads 'No Evidence of Unauthorized Access to Core Consumer or Commercial Credit Reporting Databases' and 'Company to Offer Free Identity Theft Protection and Credit File Monitoring to All U.S. Consumers'. The main text begins with 'ATLANTA, Sept. 7, 2017 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced a cybersecurity incident potentially impacting approximately 143 million U.S. consumers. Criminals exploited a U.S. website application vulnerability to gain access to certain files. Based on the company's investigation, the unauthorized access occurred from mid-May through July 2017. The company has found no evidence of unauthorized activity on Equifax's core consumer or commercial credit reporting databases.' A subsequent paragraph details the types of information accessed, including names, Social Security numbers, birth dates, addresses, and driver's license numbers. Another paragraph states that Equifax discovered the unauthorized access on July 29 and acted immediately to stop the intrusion, promptly engaging a leading, independent cybersecurity firm to conduct a comprehensive forensic review. A quote from Chairman and Chief Executive Officer, Richard F. Smith, follows, expressing disappointment and commitment to consumer protection. The final paragraph provides information about a dedicated website, www.equifaxsecurity2017.com, and a dedicated call center at 866-447-7550.

Equifax Announces Cybersecurity Incident Involving Consumer Information

Financial Information ▾ News and Events ▾ Stock Information ▾ Stockholder Services ▾ Contact Us

Sep 07, 2017

Sep 07, 2017

No Evidence of Unauthorized Access to Core Consumer or Commercial Credit Reporting Databases
Company to Offer Free Identity Theft Protection and Credit File Monitoring to All U.S. Consumers

ATLANTA, Sept. 7, 2017 /PRNewswire/ -- Equifax Inc. (NYSE: EFX) today announced a cybersecurity incident potentially impacting approximately 143 million U.S. consumers. Criminals exploited a U.S. website application vulnerability to gain access to certain files. Based on the company's investigation, the unauthorized access occurred from mid-May through July 2017. The company has found no evidence of unauthorized activity on Equifax's core consumer or commercial credit reporting databases.

The information accessed primarily includes names, Social Security numbers, birth dates, addresses and, in some instances, driver's license numbers. In addition, credit card numbers for approximately 209,000 U.S. consumers, and certain dispute documents with personal identifying information for approximately 182,000 U.S. consumers, were accessed. As part of its investigation of this application vulnerability, Equifax also identified unauthorized access to limited personal information for certain UK and Canadian residents. Equifax will work with UK and Canadian regulators to determine appropriate next steps. The company has found no evidence that personal information of consumers in any other country has been impacted.

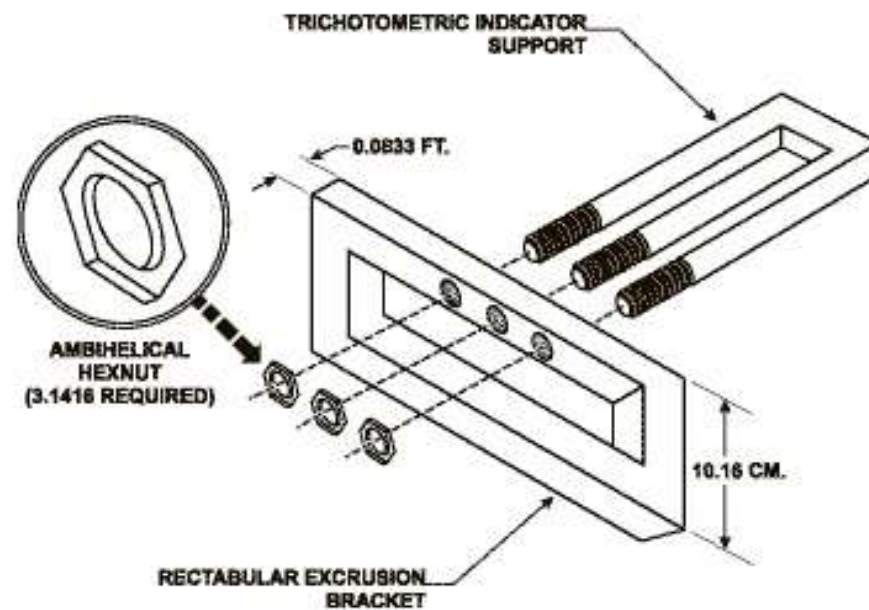
Equifax discovered the unauthorized access on July 29 of this year and acted immediately to stop the intrusion. Equifax promptly engaged a leading, independent cybersecurity firm to conduct a comprehensive forensic review to determine the scope of the intrusion, including the specific data impacted. Equifax also reported the criminal access to law enforcement and continues to work with authorities. While the company's investigation is substantially complete, it remains ongoing and is expected to be completed in the coming weeks.

"This is clearly a disappointing event for our company, and one that strikes at the heart of who we are and what we do. I apologize to consumers and our business customers for the concern and frustration this causes," said Chairman and Chief Executive Officer, Richard F. Smith. "We pride ourselves on being a leader in managing and protecting data, and we are conducting a thorough review of our overall security operations. We also are focused on consumer protection and have developed a comprehensive portfolio of services to support all U.S. consumers, regardless of whether they were impacted by this incident."

Equifax has established a dedicated website, www.equifaxsecurity2017.com, to help consumers determine if their information has been potentially impacted and to sign up for credit file monitoring and identity theft protection. The offering, called TrustedID Premier, includes 3-Bureau credit monitoring of Equifax, Experian and TransUnion credit reports; copies of Equifax credit reports; the ability to lock and unlock Equifax credit reports; identity theft insurance; and Internet scanning for Social Security numbers - all complimentary to U.S. consumers for one year. The website also provides additional information on steps consumers can take to protect their personal information. Equifax recommends that consumers with additional questions visit www.equifaxsecurity2017.com or contact a dedicated call center at 866-447-7550, which the company set up to assist consumers. The call center is open every day (including weekends) from 7:00 a.m. - 1:00 a.m. Eastern time.

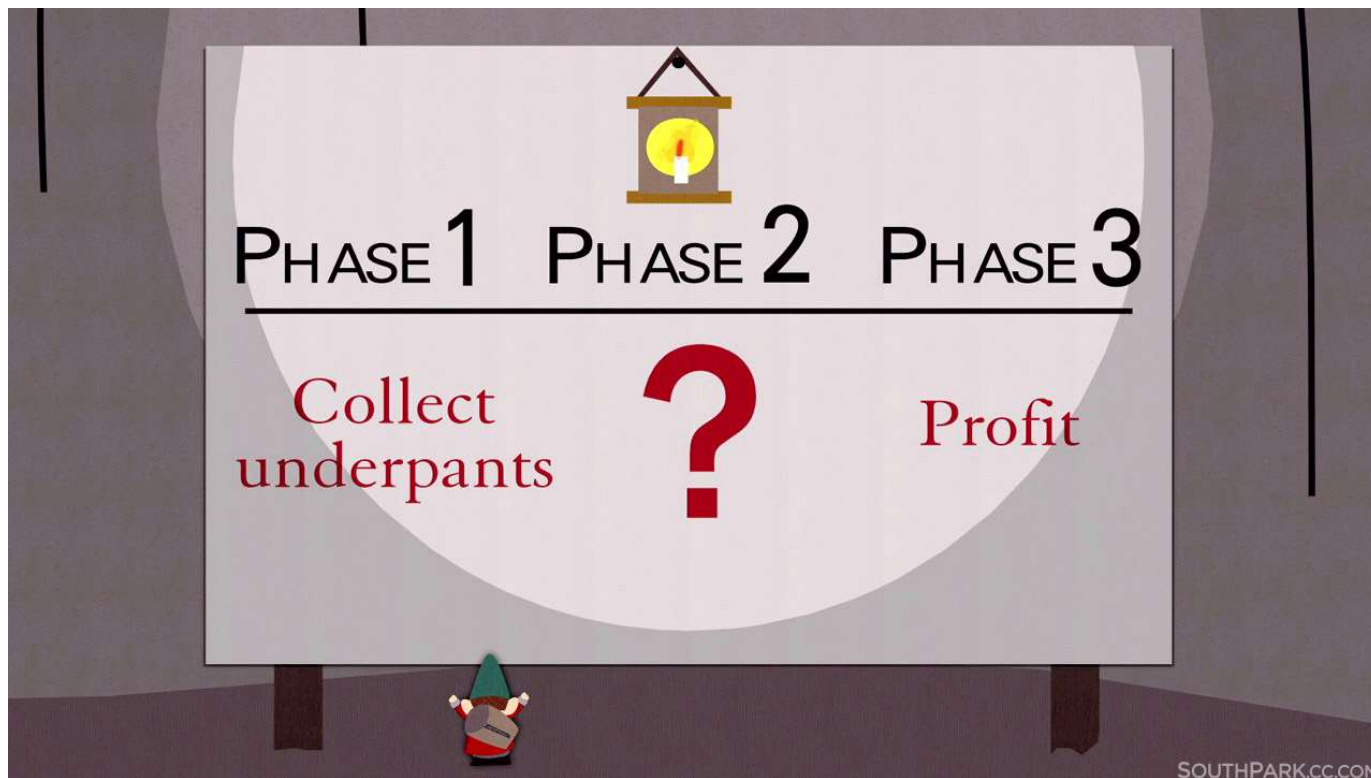
Clarity

(Make stuff easy to understand!)



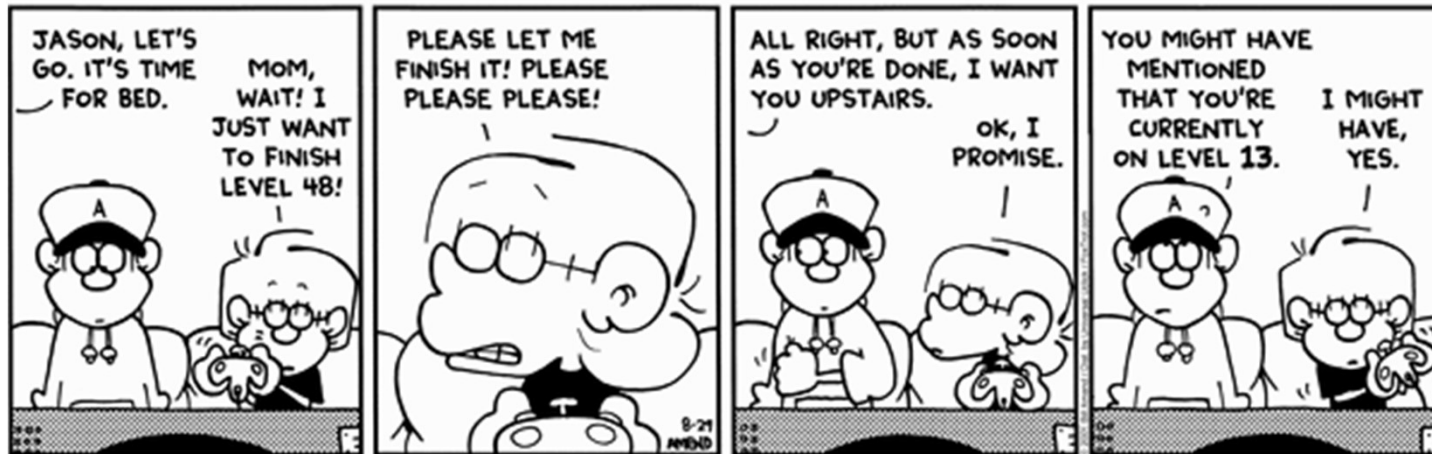
Accuracy

(Make sure all the stuff is there!)



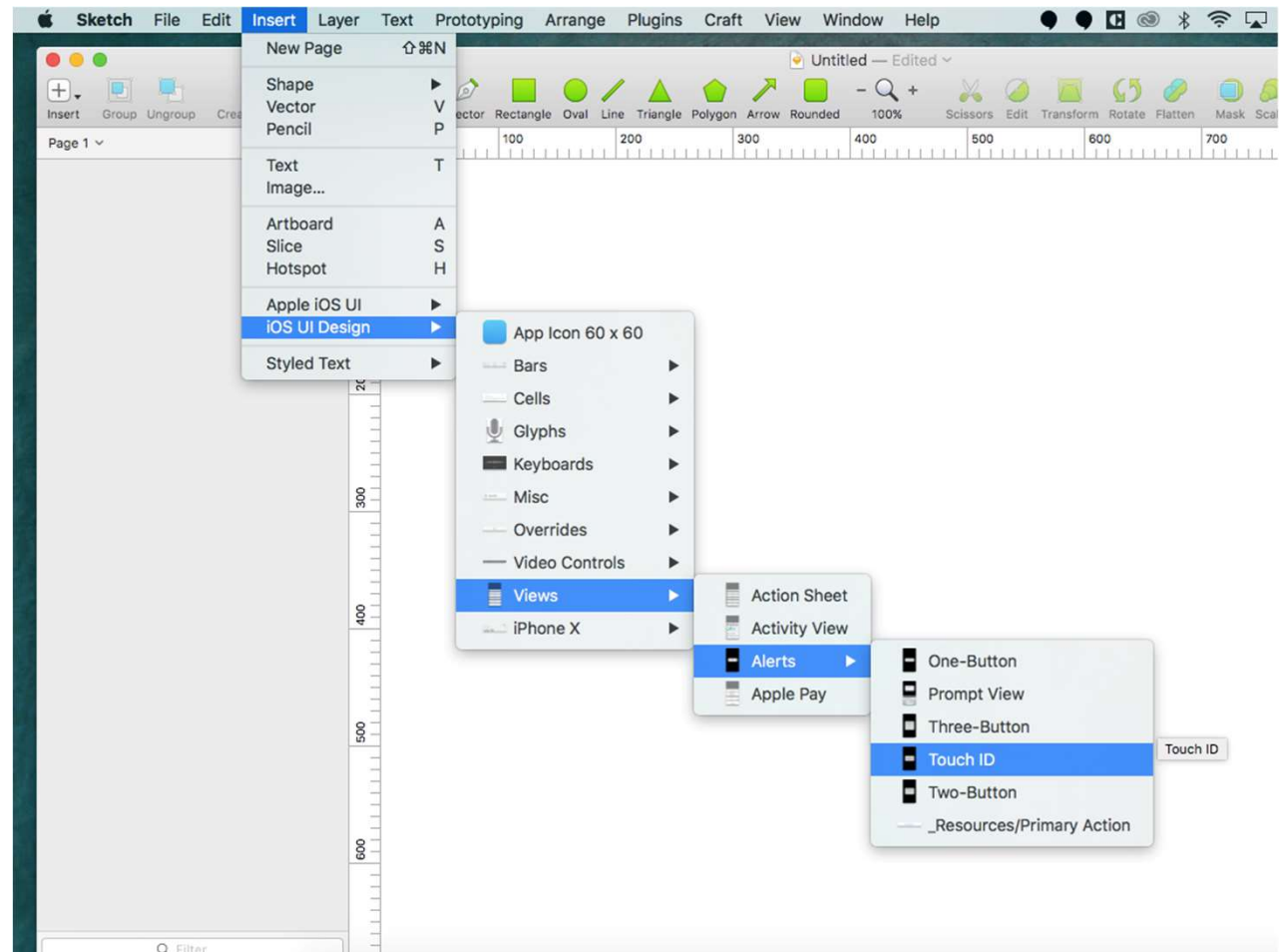
Comprehensiveness

(Don't leave stuff out!)



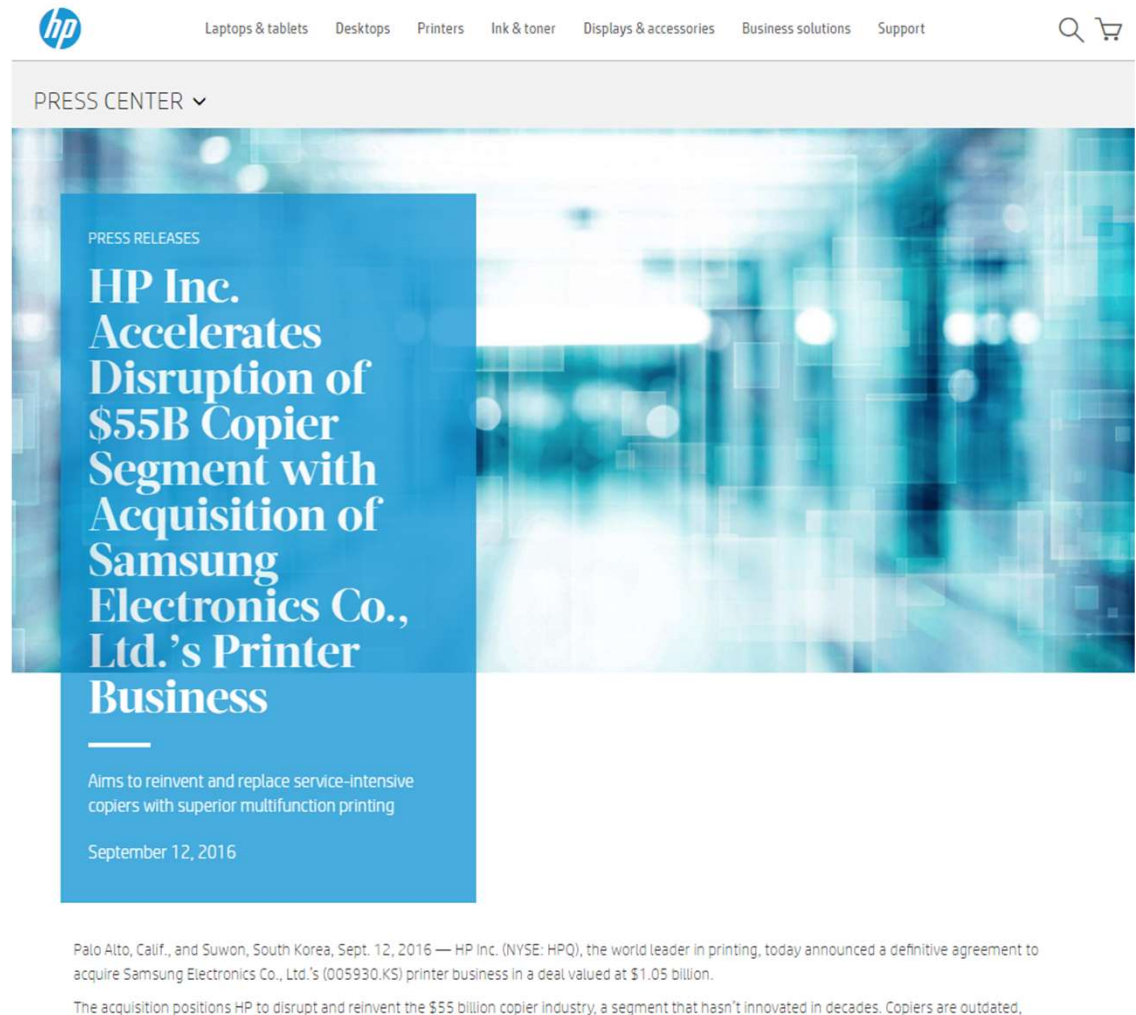
Accessibility

(Make stuff
easy to find!)



Conciseness

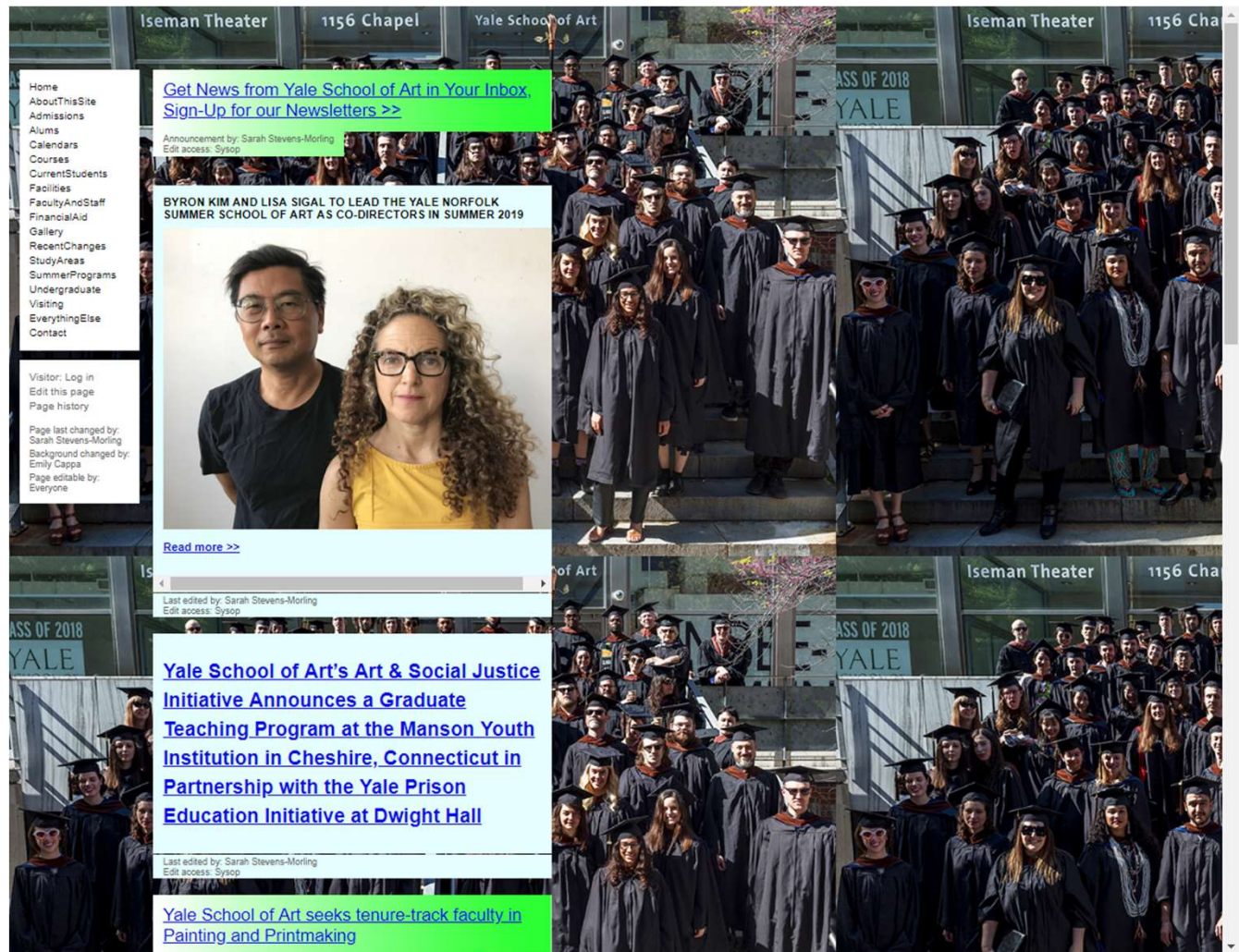
(Put more
information in less
space!)



The screenshot shows the HP Press Center page. At the top is the HP logo and a navigation bar with links: Laptops & tablets, Desktops, Printers, Ink & toner, Displays & accessories, Business solutions, and Support. A search icon and a shopping cart icon are on the right. Below the navigation bar is a grey bar with the text "PRESS CENTER" and a dropdown arrow. The main content area features a large blue rectangular box with white text. The text reads: "PRESS RELEASES", "HP Inc. Accelerates Disruption of \$55B Copier Segment with Acquisition of Samsung Electronics Co., Ltd.'s Printer Business", and "Aims to reinvent and replace service-intensive copiers with superior multifunction printing". Below this is the date "September 12, 2016". At the bottom of the page, there is a paragraph of text: "Palo Alto, Calif., and Suwon, South Korea, Sept. 12, 2016 — HP Inc. (NYSE: HPQ), the world leader in printing, today announced a definitive agreement to acquire Samsung Electronics Co., Ltd.'s (005930.KS) printer business in a deal valued at \$1.05 billion. The acquisition positions HP to disrupt and reinvent the \$55 billion copier industry, a segment that hasn't innovated in decades. Copiers are outdated,

Professional Appearance

(Make stuff look good!)



Correctness

(Check your grammar and spelling!)



The Why

(Why the heck am I reading/doing this?)



Research and Working With SMEs



Here's a tip: write down my information and contact me later when you have questions.

Jolie.Simons@Envestnet.com | <https://www.linkedin.com/in/joliesimons>

Guiding Principles of Good Technical Writing

- **Audience**
(Who's reading this?)
- **Purpose**
(Why is this needed? What should the audience learn?)
- **Delivery**
(Is this the best way to teach these ideas?)

Exercise Time!

