

How do you write an effective SOP?

Here are a few tips, divided into a number of categories:

Target audience

- Take the target audience's level into account. Consider prior knowledge, experience level, education level and language skills.

Language

- Use simple, easy-to-understand language. Avoid jargon or technical language where possible.
- Write concisely and to the point. Avoid unnecessary details or repetition; they make an SOP much less effective..

Structure & style

- Structure the SOP. Use clear headings, subheadings and bullet points.
- Keep the SOP's style consistent. Think of elements such as font, font size and line spacing, but also consistency in tone and layout. This helps the reader focus on the content and prevents unnecessary distraction.
- Keep the text light and easy to read by using enough white space.

Supporting elements

- VAdd visual elements (for example images or charts). This makes instructions easier to follow and can help clarify complex information.
- Is the SOP available digitally? Use interactive elements such as hyperlinks (for example to additional information, sources or related information) or clickable contents. This improves the reading experience and actively engages readers with your instructions.

Text length

- Avoid long blocks of text. Use lists to present information in points. Break information into small sections so the content is easier to digest.

Usability

- VWhen writing, never lose sight of the main goal: help users complete tasks successfully with clear instructions.
- Check with users whether the instructions achieve their purpose and adjust them if needed.

Need more help?

We are happy to help.

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