

# 5 plays to get the right message out fast in multiple languages



In the current pandemic, many of us need to move faster than ever to communicate with our global colleagues and customers.

*And it's never been more important to get that message right.*

Every day we help global companies to do just that. So we thought we'd share our top-five plays to help you get the right message out fast in multiple languages.

## *Is this for me?*

*This is for anyone who is currently handling internal and external global comms and needs to get their message out fast in different languages.*





## Involve your global team from the start

If you can, **involve a colleague or team in each target geography** - their insight into the current local situation will help you get the right message and tone for their region.

This will be far **more valuable** than relying on what the **press are saying** or what is being **shared on social media**.

It is particularly important to do this for translated text to make sure the **content and tone hit the mark locally**.



## How to do it: Getting started

1. **Build a virtual team of “Champions” in different geographies** - these could be colleagues, partners or even customers, or perhaps someone who's previously been involved in a user group
2. **Be open with them about the objective of your comms** - team morale, news about important changes in the business, etc.
3. **Provide a forum for all your global champions to communicate** - (email, Slack channel, Zoom call, etc.) and make sure everyone has a chance to share their local view
4. **Trust them** to get the right message and tone in each local language



## Make sure the message is right for all target countries and situations

**Consistency** in your global messages is **key**, but it's important to make sure those messages are **relevant** for your whole audience.

For example, some global locations are emerging from a lockdown that began in January, while others are only just beginning, and there might be some whose life (at the moment) has been unaffected.



## How to do it: Localise your message

1. **Take a few minutes** to research the situation in each target geography
2. Before translating your message **share it with your local champions for honest feedback**
3. **Write down the aim** of what you are communicating so it can be shared with your translators
4. **Try to use simple language** so you are clear on the points you are trying to make. Keeping it simple is actually harder than you'd think, and doesn't mean it has to be boring - stories are powerful when sharing a message and can be told in simple language



## Adding video and images can bring your message to life

Just because your message is written in a simple way doesn't mean it will be easy for **everyone to understand**.

Video and images, alongside written text, can help explain and **clarify** concepts and **bring your message to life**.



## How to do it: Include visual elements to make your message clearer

1. **Subtitling** is the cheapest, quickest and simplest way to localise video content. This typically involves transcribing, translating and then embedding the subtitles into the original file format.
2. **Voiceover** is another option, while more accessible for some it is more expensive and can take longer, but can be particularly powerful for the right content.
3. **Localising any text** in diagrams, infographics or images is crucial. It's much simpler for your translator to do this in the original artwork files from the design software rather than trying to change the text in final images or documents.



## Design once - use for every language

Focus on getting the **final web or document design** for your content right in your source language.

And then use **technology** to do the hard work of recreating the other language versions.

This makes sense for both documents and web copy, and **can save hours** compared to designing for every language version.



## How to do it: Get your tech right

1. Get your **copy** and **design** in your **source language** into a publishable state
2. Identify any **character limits** in your design template. These will need to be taken into account during translation
3. For web copy, **investigate platform plugins** to streamline how to get content in and out of your content management system
4. For documents, **use translation software** to recreate the design for every translated copy with the translated text



## Be ready to respond

The best communications start a conversation: whether that's sales enquiries, ideas from your team or opportunities for new partnerships.

But getting your message out is only the first part of a discussion. To ensure you are ready to respond quickly it's worth planning in advance.



## How to do it: A couple of fast hacks if professional translation isn't an option

Going to a translator is the best way manage this, but if you don't have the time or budget here are a couple of hacks you can use:

1. **Machine translation tools** as a first step can give you the "gist" of the reply so you can consider how to respond.
2. **Sharing it with your local Champions** (if appropriate) can be a simple way to get more context, but remember they might wade in with their own opinion and might not always be a neutral observer!



### Gist MT

*Coming soon:  
our new secure machine  
translation tool.*

*Helps you instantly get  
the 'gist' of content that  
colleagues, competitors  
and partners are sharing  
in other languages.*

***It's fast and free!***

*Gist MT will be released  
by Lingo24 very soon.*



**The world has changed**  
beyond recognition within  
a few short months.

It's a **stressful time** for everyone, ensuring that our loved ones are safe, while many are juggling financial worries or working on the front-line.

Whether you are communicating with your **team**, or reaching out to new **customers**, we hope these plays make it **easier to connect with your audience at this important time** - in whatever language they speak.



**Need help?**  
If you need any help with getting your global message right, and shared fast please get in touch.

Our in-country teams are currently helping major brands to get their COVID-19 messages translated and localised quickly, even turning around key messages on an hourly-basis.

### **About Lingo24**

We provide translation, localisation and consulting services to help companies get their global content right.

[lingo24.com](https://lingo24.com)