

Core Messages Framework

This framework helps organisations promote and encourage the use of Welsh internally. Use this document alongside the guide to creating an internal communication plan.

Purpose of the framework

This framework offers a concise set of core messages that any organisation can adopt and adapt to its own context (see Step 3 of the Guide on creating an Internal Communication Plan). The aim is to set a consistent, positive tone for all internal communications regarding the Welsh language, regardless of the organisation's size or nature.

Core messages

Choose no more than around five core messages for managers and leaders to use and reinforce consistently. The examples below can be adapted to suit your organisation.

1	Welsh belongs to everyone – and this is true in our organisation too
2	Every use of Welsh helps to create a bilingual workplace
3	Our aim is to be a bilingual organisation where everyone is welcome to use as much Welsh as they wish
4	Your Welsh does not have to be perfect – every effort counts and is appreciated
5	We are here to support you – whatever your level of Welsh
6	Everyone has a part to play in creating a culture where Welsh is a natural part of our everyday work
7	Using Welsh is an opportunity – and every small step makes a difference
8	Welsh is a valuable skill that contributes to personal and professional development
9	Using Welsh helps to improve our services and the experience of our customers

How to adapt messages for your organisation

- Use the guide to creating an internal communication plan to identify your audiences, communication channels and opportunities to reinforce the core messages.
- Keep the meaning and tone of each message, but change the wording to reflect the culture, size, and communication style of your own organisation.

- Try to make messages relevant to colleagues by linking them to your organisation's work and the value of the Welsh language to the organisation and the wider community.
- Adapt the focus of an individual message for specific audiences (Stages 2 and 4 of the guide) without changing the substance of the core message itself. For example, for frontline staff, focus on how the message relates to their day-to-day work and what they can do in practice.
- Ensure that leaders and managers at all levels use the same messages consistently, both verbally and in writing.
- Review messages regularly to reflect staff feedback and monitor findings (see Stage 9 of the guide).

Tone of voice

Use your organisation's tone of voice when preparing and sharing messages internally. You can use the following principles when adapting messages:

- Warm and welcoming – never critical and avoid putting pressure on staff or creating unrealistic expectations.
- Positive and celebratory – focus on the opportunities and benefits of using the Welsh language, presenting it as something to share and enjoy, rather than a burden or requirement.
- Inclusive – from new learners to fluent speakers, and everyone who does not yet see themselves as a Welsh speaker.
- Clear and simple – use clear language, short sentences and avoid jargon.
- Consistent – repeat the same core messages across all channels and at every level of the organisation.

When translating, make sure translators understand how your organisation talks about the Welsh language in both Welsh and English.