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DataONE Sociocultural and Usability &  
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## FAQ Development Guidelines from the Leadership Team

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## FAQ Development Guidelines from the Leadership Team

1. Answers need to be succinct and direct: Although answering FAQs allows us to promote DataONE services, they are not a marketing pitch. Some answers had extraneous text about DataONE in general that should be cut.
2. Make sure the answer does indeed answer the question: We need to be careful that our familiarity with DataONE doesn't result in an answer that is not intuitive to the public. When people go to an FAQ they shouldn't then need to go to more FAQs to obtain the answer.
3. If an answer gets too detailed, maybe its not ready for a simple FAQ: In some cases the FAQ alerted us to a need for more information on the website. In such instances, please alert the LT that more information is needed on our site so that the FAQ can be reduced to meet the criteria of 1) and 2) above.
4. Provide appropriate links for more reading to reduce the text of the FAQ, but not at the expense of the answer itself.