Leading Practices: Marketing & Communications

Marketing
- Diverse representation in photos, includes gender, race, ethnicity, age, abilities, sexual orientation
- Create & promote messaging that resonates with people of all backgrounds
- Marketing committee should be representative of our audience
- Ensure brand style guide addresses the language components used most frequently to be culturally sensitive and inclusive
- Tell stories about diversity

Communication
- Make sure text reflects inclusion: tone, be intentional with language, ensure representation, consider context, avoid appropriation, counter-stereotype
- Elevate the stories and voices of people that have been typically marginalized or underrepresented in the industry
- Must reflect the diverse community that we serve
- Are we embracing inclusion? Seeing our audience? If our audience does not feel recognized, we will begin to lose them
- Elevating diverse voices & role models
- Decrease cultural bias, which is the tendency to interpret and judge phenomena in terms of the distinctive values, beliefs, and other characteristics of the society or community to which one belongs. This sometimes leads people to form opinions and make decisions about others in advance of any actual experience with them
- Thoughtful & respectful content
- Avoid assumptions - we all have cultural and racial biases and are often biased in favor of our ways of thinking. It is easy to assume that others think as we do. Awareness is key.
- Consider navigation tools for people with disabilities

From Leadership
- Sincere commitment to diversity in a way that is organic to the brand and audience
- Get real about who we are and where we are currently so we can improve

Sources
- AP Stylebook for race related coverage

https://www.apstylebook.com/race-related-coverage

- Disability Style Guide

https://ncdj.org/wp-content/uploads/2012/08/NCDJStyleGuide2015.pdf

- Website design for people with blindness, deafness, disability & dyslexia https://www.hobo-web.co.uk/design-website-for-blind/
- Essential Guide to Conscious Language https://consciousstyleguide.com/