

Best Practices: Marketing & Communications

Marketing

- Diverse representation in photos
- 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 is inclusive.
- Tell stories about diversity

Communication

- Make sure text reflects inclusion
- Elevate the stories and voices of people that have been typically marginalized or underrepresented
- 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
- Decreasing cultural bias
- Thoughtful & respectful content
- Must reflect the diverse community that we serve
- Avoid assumptions
- 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://aceseditors.org/news/2019/ap-stylebook-adds-new-umbrella-entry-for-race-related-coverage-issues-new-hyphen-guidance-and-other-changes>
- 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/>