



## **Actionable Tips for Diverse and Inclusive Communications**

1. Develop and implement an [Equity and Empowerment Lens](#) for your organization.
2. Be authentic. You don't have to have all the answers, but be open to learning and listening to other perspectives.
  - a. Try leading with "I want to learn and understand more about X, but I am coming to this discussion with a limited background so please be patient if I say something or ask a question that feels out of bounds"
3. Resist the urge to generalize. The value of diversity, equity and inclusion are how unique voices can resonate and respect each other's values.
4. Use imagery that reflects diversity in an authentic way by prioritizing original, un-staged photos. If your options are limited and you run the risk of alienating certain populations, consider illustration or typography instead of photography to communicate your message.
5. Check for use of jargons, gender assigning language (he/she, gentlemen, guys, etc.), terms based on historical racism, or pop culture references (channel your inner Beyoncé, brown bag lunch, white paper).
  - a. Use resources like [Alex](#) plugin to search, identify and recommend replacements for gendered language
6. Don't make assumptions. Conduct the research necessary to validate the wants, needs, and motivations of your target audiences.
7. Listen to underrepresented voices in your organization. Be a voice for others and become a spokesperson for diversity issues that may not be your own.

8. Make sure gender options are inclusive on surveys and other information capturing outreach communications.
9. Broaden your perspective of diversity beyond culture and ethnicity to include abilities, gender, thought process, experience, and perspectives.
10. Engage in a diversity effort by participating in an Employee Resource Group or serving on a D&I committee that puts on diversity-related events/activities.