

Best Practices for Implementing Diversity, Equity and Inclusion (DEI) in Marketing & Communication



Understand Your Audience

Use surveys and feedback to understand the specific needs and preferences of different groups.

Representation in Marketing Materials

Ensure marketing materials reflect the diversity of the community.

Ensure that blog posts, videos, and social media content include contributions from diverse community members and leaders.

Use images and graphics that represent a range of ethnicities, ages, abilities, and genders.

Highlight stories and testimonials from diverse individuals within your community.

Promote Inclusivity

Use a variety of communication channels to reach different segments of your audience.

Partner with local organizations that serve diverse populations to extend your reach and impact.

Language Accessibility

Provide marketing materials in multiple languages spoken by your community members.

Avoid complex language and industry-specific terms to make content accessible to all reading levels.

Use simple, clear language that can be understood by everyone.

Employ terms that do not assume gender, such as "they" instead of "he" or "she."

Social Media Practices

Always provide captions for video content to make it accessible for those with hearing impairments.

Use alternative text descriptions for images to assist those using screen readers.

Ongoing Training

Provide regular training on DEI for your team and board and create opportunities for staff and volunteers to provide feedback on inclusivity efforts.

How UWKV implements these guidelines in everyday marketing:

1. When setting community goals through Impact2032, UWKV engaged with more than 800 community members through surveys and listening sessions to ensure that the goals were representative of the entire community.
2. UWKV ensures that the diversity of our community is represented in marketing materials, on our website and in our campaign videos.
3. UWKV launched a fully accessible website with the addition of UserWay's accessibility widget. This widget adapts the website per the users' specific needs including language.
4. UWKV is working with the Language Partners to translate key marketing materials into additional languages spoken in our community.
5. UWKV hosts regularly DEI staff meetings and has a DEI committee. Additionally, UWKV ensures that the trainings extend to all board members and volunteers. For example, staff and Board members took a seven-hour DEI training as part of a Board Retreat.
6. When considering digital accessibility, UWKV applies alt texts to all images.
7. UWKV also adds pronouns to email signatures of staff and will include on upcoming business card redesign.

Best Practices for Implementing Diversity, Equity and Inclusion (DEI) in Events

Event Accessibility

Choose venues that are wheelchair accessible and provide clear signage.

Offer virtual attendance options with closed captioning and sign language interpreters.

Provide hearing loops, braille materials, and other assistive devices as needed.

Inclusive Event Planning

Offer diverse food options that cater to different dietary restrictions and cultural preferences.

Be mindful of cultural and religious holidays when scheduling events.

Add specific questions to registration forms that ask attendees to state any additional services they need.

Representation in Marketing

Ensure event speakers reflect the diversity of the community.

Ensure that blog posts, videos, press releases, advertisements and social media content include contributions from diverse community members and leaders.

Promote Inclusivity

Promote the accessibility of your event so that everyone is aware of your additional services and feel they are welcome.

Evaluate and Adapt

Collect data on participation and feedback to assess the effectiveness of your inclusivity initiatives.

Regularly review and update practices to ensure they remain relevant and effective.

Feedback and Engagement

Regularly ask for input from your audience on how to improve inclusivity in your marketing efforts.

Respond to comments and messages in a way that is respectful and acknowledges diverse perspectives.

How UWKV implements these guidelines with our events:

1. UWKV will not host an event at a venue that lacks a ramp or elevator. Additionally, we advertise accessibility on our invites and registration pages.
2. We also aim to make events not only physically accessible but financially accessible. Events are usually free and any event that requires individual payment, UWKV offers financial assistance on a case-by-case basis.
3. Whenever UWKV serves food at an event, we inquire about food allergies on all our registration forms and clearly label food. Additionally, we provide information on any foods containing common allergens and clearly display that sign at the start of the buffet.
4. When creating a video or hosting an event online, UWKV provides open captions.

These lists are not exhaustive but are just some ideas to get you and your organization started!

We recognize that we are not perfect and are consistently improving our own practices. If you have any additional questions or ideas on how UWKV can improve DEI in its marketing and events, please email Michelle Tibbetts at MTibbetts@uwkv.org.



United Way
of Kennebec Valley