Diversity & Inclusion In Marketing And Social Media

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Image: mic.com

What is Diversity?

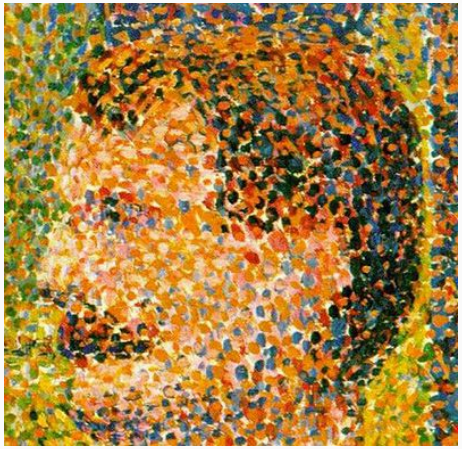
- Dictionary: “the state of being diverse”
- Workplace definition: “individuals of varying gender, religion, race, age, ethnicity, sexual orientation, education, and other attributes”

Image: fineartamerica.com

What is Inclusion?

- Cultureamp.com: “an organization that intentionally employs” a diverse workforce
- Key word: **Intention**

A Sunday Afternoon on the Island of La Grande Jatte by Georges Seurat



Any naturally occurring population is **diverse**, but **inclusion** purposefully utilizes unique individuals to paint a **complete picture**

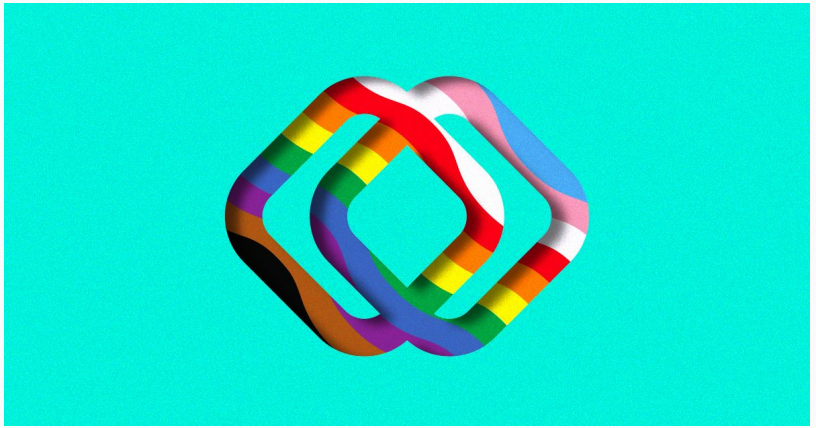
Image: wikipedia.org

Example of a good D&I ~ Third Ear Agency

- “We harness culture to create human impact”
- Snickers TV Commercial, “Sweater”

The Importance of Internal D&I

- In order to have good D&I marketing/social media, a company must commit to internal D&I
- https://www.pmg.com/blog/how-pmg-celebrates-and-drives-diversity-inclusion/



“In a racist society, it is not enough to be non-racist, we must be anti-racist.” ~ Angela Davis

- **Tip #1:** Accept that we've all been raised in a society that elevates white culture over others.
- Tip #2: Learn the history of racism and anti-racism, especially in America.
- Tip #3: Seek out films and TV shows which will challenge your notions of race and culture and dive in deeply, learning to see anti-racism in new ways.
- Tip #4: Find local organizations involved in anti-racism efforts – preferably led by people of color – and help uplift their voices and ideas.

Be willing to learn from past mistakes

- It's not a bad thing to admit ignorance; you just have to be willing to learn
- Don't be afraid to be wrong.
- We cannot just ignore something because it makes us uncomfortable.

It's Not Just a Phase, Mom!

https://youtu.be/yNY8849DogY

- Diverse people don't go away when it's not trendy anymore
- Performative allyship vs. Genuine allyship

The Sky is Not the Limit

- There's no such thing as *too much* diversity
- There's no such thing as *too specific* diversity
- People want to see themselves positively represented, and they deserve to see that representation!

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