**Marketing Recommendations**

## PROCESS GUIDELINES

* Consider the following when developing overall themes and marketing messages:
	+ What potential impact will this media have when viewed through multicultural and global lenses?
	+ Do the images or visual presentations (including videos, PowerPoint presentations, Prezi’s, etc.) evoke symbolism relevant in certain cultures?
	+ Does the language or word choice call upon culturally-specific slang, metaphors, etc.?
	+ Does the campaign include other elements (e.g., songs, dates, etc.) with historical contexts that might negatively impact people from certain cultures?
* Consider the following when making decisions about who and how people are represented in media and marketing materials and strive for continuous improvement in this area.
	+ Notice what is depicted and happening by group membership visually and audibly.
	+ Who is/is not represented? Present? Depicted?
	+ How often are people represented? Present? Depicted?
	+ In what roles are people of various group memberships?
	+ What are people doing? With whom are they doing it?
	+ What is the placement/sequencing order?
	+ What are the features/characteristics of those depicted?
	+ What language is being used (titles, adjectives, pronouns, etc.)?
	+ What feelings and attitudes are depicted or described?
	+ Which groups are usually pictured/discussed in marketing materials?
	+ Which groups are often not included?

(Adapted from materials developed by Elsie Y. Cross Associates)

## CONTENT GUIDELINES

### General Guidelines

(Adapted from materials developed by Elsie Y. Cross Associates)

* Avoid creating invisibility, stereotyping, and/or trivializing group identities.
* Shift the traditional ways of depicting people based on privileged and marginalized group identity.
* Intentionally include images, text, etc., that subtly challenge stereotypes.
* Depict realistic images and situations.
* Depict an inclusive environment: Show a balanced and reasonable mix of group identities.
* Balance images and names by race, gender, gender identity, nationality, etc., in graphics, activities, text, etc.
* Avoid stereotypic images, phrases, names, situations, etc.

### Images

* Use images that combat stereotypes.
* When documenting events, proactively and intentionally plan to capture images, videos, etc. that reflect all participants and their diversity.

**Adapted from materials developed by Rachel Luna and Kathy Obear for ACPA, 2014**

## References

Elsie Y. Cross Associates. (n.d.) Marketing tips.

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