

# MEDIA ENTREPRENEUR

## MEETUP

Diversity and Inclusion Roundtable, April 2021

### Key takeaways

#### Your products

1. Every sector you work in has diverse networks, groups and meetups for the underrepresented, e.g. Black Young Professionals. Use Google to find them. *“Look at their social media, look at their websites, email them and have an open, transparent, authentic conversation”*. There is mutual benefit to partnerships here, as they will be looking to highlight and amplify their members.
2. Don't be shy to ask for referrals from these networks, and indeed your existing audience and clients. Be open and transparent about why you're asking and discuss your desire to become more diverse in your product offerings.
3. Create your content to match new personas. Bring diversity to your content topics. Ask yourself - is there an opportunity to bring more layers or sub-brands into your product(s) to bring in different types of people? You need to create a welcoming space and diverse community. There will be whole subsets of people who don't currently feel comfortable in joining your community.
4. Think about the imagery and words you use in your marketing materials. There are online tools to help you with unbiased language. Don't be afraid to ask employees and clients to take part in photo shoots but be honest about the purpose. *“We want to express our desire to support diversity and inclusion in our networks, and to demonstrate that we are a welcoming community - would you be comfortable in helping us?”*

#### Your workplace

1. Before you look at D&I in recruitment, “create good soil” by looking at your current employees and practices, and build a culture of inclusivity in the widest sense. Consider what religious holidays you offer, how you communicate and support paternity, maternity and carer policies, how you communicate your support for people with disabilities, who are neurodiverse or suffer from a mental health illness.
2. Consider recruitment and leadership from the perspective of those from underrepresented groups: *“How do I do my job well and not have to change too much of myself? How much of myself do I need to leave at home?”* How do you make your employees

feel accepted? And how do you communicate 'the norm' across the company? Does your onboarding include not only maternity and paternity policies, but adoption, disability, mental health... is your onboarding full and inclusive?

3. Don't default to LinkedIn and your own network, share your posts on job boards like the ones listed below. Actively seek out new places to advertise job openings.

## Other actions

1. Set yourself realistic targets - what can you do quickly and easily to get the ball rolling towards diversity and inclusion? Work on a 3 month plan of 'easy wins'. Show action to your current engaged employees, gain trust and get them onside. Show that you're authentic in your desire to change and get them involved.
2. Have a diversity statement clearly displayed whether on your website for your audience and clients, or on job descriptions and ads for candidates. *"We actively invite..."* Communicate who you are as a company and show that you want to be inclusive. Use tools like Total Jobs Gender Bias Decoder (link below) to check the language you use in job descriptions.

## Useful links

Diversity Ally's Guide To D&I: <https://www.diversityally.co.uk/diversity-ally-the-guide>

Diversity Ally's Podcast: <https://www.diversityally.co.uk/podcast-1>

Black Young Professionals: <https://byp-network.com/>

The Black British Business Awards: <https://www.thebbbawards.com/>

BAME in Property: <https://www.bameinproperty.com/>

The Other Box job board: <https://www.theotherbox.org/jobs>

Black Young Professionals job board: <https://careers.byp-network.com>

BAME in Property job board: <https://www.bameinproperty.com/job-board>

The Ideas Foundation: <https://www.ideasfoundation.org.uk/get-involved/>

Total Jobs Gender Bias Tool: <https://www.totaljobs.com/insidejob/gender-bias-decoder/>

Examples of Diversity Statements:

<https://blog.ongig.com/diversity-and-inclusion/10-examples-of-the-best-diversity-statements/>

Examples of Inclusion Statements:

<https://blog.ongig.com/diversity-and-inclusion/inclusion-statement-examples/>