

BE DISRUPTIVE, MAKE SOME NOISE:

Building a Diversity & Inclusivity Strategy Into Your Marketing

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WHY DOES DIVERSITY & INCLUSIVITY MATTER IN LIBRARY MARKETING?



DIVERSITY includes, but isn't limited to:

- Race
- Age
- Ethnicity
- Socio-economic status

Disability

- Sexual orientation
- National origin
- Gender

Religion

Body size

INCLUSIVITY is the act of valuing, respecting, and making people feel welcome

ASK YOURSELF THESE QUESTIONS...

- Do your privileges and perspectives get in the way?
- Whose story are you telling?
- Who's missing?
- How can you make some noise and improve the diversity and inclusivity in your marketing right now?

IF YOU CAN ANSWER "YES" TO ANY OF THESE PRIVILEGE STATEMENTS, THINK ABOUT THOSE WHO CAN'T

- When I read event descriptions, I am not reminded of my otherness
- I can interact with marketing materials without the use of assistive technology
- I am never asked to speak for all the people of my racial, ethnic, or religious group
- Materials are written in my native language
- People don't ask me why I "chose" my sexual or gender identity
- When I attend an event, no one questions why I'm there or if I'm lost

DIVERSITY & INCLUSIVITY ARE IMPORTANT BECAUSE

- We should recognize and reflect our communities and underrepresented groups
- We want to set an example by upholding library values
- We serve as a community anchor
- We need to recruit and retain great staff

MAKE SOME NOISE, MAKE SOME CHANGES

PRESENTERS, SPEAKERS, PARTICIPANTS, PARTNERS



- Think about the audience you want to welcome to your library and their interests
- Brainstorm ideas to integrate more diversity and inclusivity into your existing events and programming
- Reach out to people who aren't like you to work with you
- Start building new relationships and collaborations now

PRINT & DIGITAL MATERIALS

- Gather samples of your brochures, rack cards, posters, and fliers to review and critique the images and content
- Repeat with your digital
 communications: website, blogs, social
 media posts, newsletters, press releases,
 videos, podcasts, etc.
- Note who's represented and not represented in your materials
- Identify big and little changes you can make

Photography

• Diversify the photos you take or use



Videos

• Caption your videos for people who are deaf or hard of hearing



Inclusive language

- Use people-first language (e.g. "people who are blind" instead of "the blind")
- Use plain language by writing like you talk, using the active voice, and avoiding library jargon (e.g. "Request an interlibrary loan" instead of "To request an ILL item, please click here.")
- Use gender-neutral language (e.g. they/them/theirs)
- Add an accessibility statement to your event publicity content (e.g. "Questions or requests regarding disability-related accommodations should be directed to Wilbur Wildcat.")



Accessibility Use alt text for images on your website, newsletters, and social media so

screen readers can read them

- Design graphics for people with color blindness, e.g. instead of color-coding information, rely on symbols, textures, or patterns
- Use the active wheelchair symbol on maps

LEARNING OPPORTUNITIES

- Explore and do some research on your own
- Read articles that address issues beyond your personal identity and experiences
- Attend events and webinars related to diversity, equity, and inclusivity
- Take advantage of free resources

YOUR "30-60 PLAN" TO GET YOU STARTED

Pick 1 thing you can do in 30 days

- Review your materials, website images, social media posts, etc.
- Walk through your spaces, and look at your posters, displays and exhibits
- Make your committees more diverse, inclusive, representative
- Look at your style guide; be aware of the language/wording you use

Pick 1 thing you can do in 60 days

- Review your signage and maps for accessibility icons
- Use inclusive language
- Identify different partners for projects
- Start captioning your videos

RESOURCES

- The Accessible Icon Project
- (http://accessibleicon.org/)
- The updated International Symbol of Access designed disability activists and now used around the world.
- Difference Matters
 (http://www.differencematters.info/)
- Brenda J. Allen's website provides resources on diversity, identity, and communication.
- Gender-neutral pronouns: What they are and
- how to use them
 (https://blog.hubspot.com/marketing/gender-neutral-pronouns)
- A blog about using pronouns that do not specify gender identity.
- Guidelines: How to Write and Report About People with Disabilities (8th edition) (http://rtcil.org/products/media/guidelines)
- (http://rtcil.org/products/media/guidelines)
 This classic on person-first language reflects input from 100 national disability groups.
- How to use racial equity toolkits
 (https://fakequity.com/2018/11/09/how-to-use-racial-equity
- (https://fakequity.com/2018/11/09/how-to-use-racial-e-toolkits/)
 This post on Fakequity, a blog about racial equity and its

nemesis, "fakequity," offers advice to advance racial equit

- Commons Zero license.Radical Copyeditor
- (https://radicalcopyeditor.com/)
 Alex Kapitan offers writing advice on how to be sensitive and anti-oppressive regarding race, class, sexuality, gender, ability,

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(https://www.nappy.co/)

age, body size, religion, nationality, and more.
 She? Ze? They? What's In a Gender Pronoun?
 (https://www.nytimes.com/2016/01/31/fashion/pronoun-center)

Inclusive and Accessible Design Presentation

(https://itaccessibility.arizona.edu/presentation-series)

University of Arizona presents a series on designing inclusive

(https://jopwellcollection.jopwell.com/g/thejopwellcollection/)

students and professionals at work, available under a Creative

100+ photos featuring Black, Latinx, and Native American

- (https://www.nytimes.com/2016/01/31/fashion/pronoun-confusion-sexual-fluidity.html)
 This New York Times article provides some context on the evolution of gender pronouns
- evolution of gender pronouns.WOCinTech Chat
- (https://www.flickr.com/photos/wocintechchat/)
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