Improve your representation - Inclusive messaging checklist

Genuine storytelling

Is our storytelling amplifying the intended voices? How can we ensure we are not taking space or silencing storytellers?

- ☐ Creative team, cast and crew represent a diversity of backgrounds, ages and abilities, ensuring we are representing (an) inclusive point(s) of view

- ☐ We will collaborate or have collaborated with people from relevant communities on this project so they are able to tell their own stories in their own way

- ☐ If this is not possible, we will consult with or have consulted people from the relevant community for our project

- ☐ We have worked with the community to understand sensitive topics and pain points for the community whose story we are telling

- ☐ We have worked with a member of the relevant group for our brief/script/content

- ☐ If this is not possible, we have consulted with a member of the relevant group for our brief/script/content

- ☐ Our storytelling avoids pinkwashing/greenwashing/dreamwashing* or tokenism concerning the community or the people featured

*An example of washing is when one "claims" (ie. a statement referring to the environmental or broader sustainability impact) are made in a way that is false, misleading or can't be verified, that's pinkwashing/greenwashing/dreamwashing.

Comfortable and confident

Is our content and environment inclusive? How can we ensure everyone can be their authentic selves without the fear or stress of being discriminated against?

- ☐ We are checking in regularly with our cast and crew to ensure that they are feeling comfortable on set

- ☐ We are keeping an open mind and have processes for anyone who might come to us with an issue or a problem

- [ ] We are constantly working with members of the community to ensure that our content is not insensitive or offensive in any manner

- [ ] Our teams feel comfortable in this project (whether it is in front of a camera, behind one or during meetings)

- [ ] Our content looks natural and effortless, the talents look comfortable and the content overall doesn't make the viewer or the creators uncomfortable

Authentic customer experience

Is our output in line with our customer experience? How can we ensure our target customers will have their expectations met (i.e. representation linked to our assortment)?

- [ ] Our storytelling highlights more inclusive products

- [ ] Our casting direction and booking include diverse representation

- [ ] Our storytelling matches our customer experience

- [ ] Our products match our customers and their needs

- [ ] Our user experience is inclusive and safe for everyone

Representation 365

Is our input sustainable? How can we ensure continuous representation (i.e. all year round)?

- [ ] Everyone has a chance to feel represented in our content

- [ ] Our representation is visible all year round and not limited to special events like Black history month, Pride month etc.

- [ ] Our efforts are sustainable for ourselves and our partners and do not feel like an obligation