MANY PEOPLE TEND TO FOCUS ON THIS SECTION OF PEOPLE

BUT IN DOING SO, INANDVERTENLY MISS REACHING THESE SEGMENTS

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ESSENCE

Rihanna's Fenty Beauty Is The World's Biggest Celebrity Beauty Brand

AMID RIHANNA'S SAVAGE X FENTY STEP DOWN, FENTY BEAUTY IS THE MOST SUCCESSFUL BEAUTY BRAND VALUED AT $2.8 BILLION.

THE DIRECT

Barbie Movie Box Office: Every Record Broken

By **David Thompson**   Posted: **August 24, 2023**

Barbie has been a hit at the box office, already breaking 17 box office records during the film's time in theaters!

djerfavenue • Follow

djerfavenue The 5th Avenue Angels Remake Collection is LIVE! ♡
Edited · 25w

lidia.mokarska ❤️
14w   Reply

maahnoors The queen
23w   Reply

fridaalicek Unreal 😭❤️
23w   Reply

caterinascarponi this is so exciting, refreshing, heartwarming. Really, thank you from all the girls who never felt included in fashion ❤️❤️
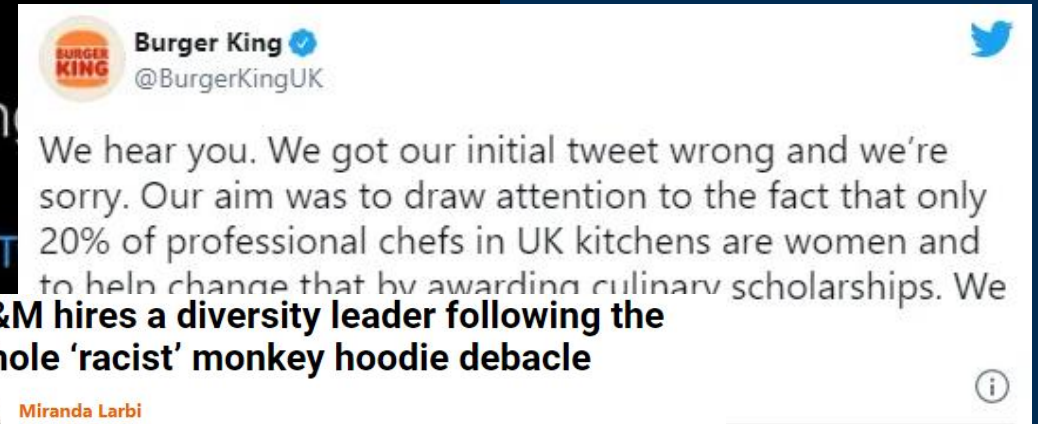24w   Reply

7,454 likes
September 19, 2023

Sources: Essence.com, The Direct, and Djerf Avenue via Instagram

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THE FOMU IS REAL

Burger King ✓
@BurgerKingUK

Women belong

1:01 AM · 3/8/21 · T

Burger King ✓
@BurgerKingUK

We hear you. We got our initial tweet wrong and we're sorry. Our aim was to draw attention to the fact that only 20% of professional chefs in UK kitchens are women and to help change that by awarding culinary scholarships. We

This Mother's Day,
Get Back To
The Job
That Really
Matters.

Mr. Clean.

www.mrclean.c

H&M hires a diversity leader following the whole 'racist' monkey hoodie debacle

Miranda Larbi
Published Jan 18, 2018, 1:29pm | Updated Dec 12, 2019, 4:37pm

Comment

COOLEST MONKE
IN THE JUNGLE

COOLEST MONKE
IN THE JUNGLE

H&M have removed the jumper from sale (Picture: H&M)

Unless you've been living under a rock for the past few weeks, you'll know that H&M has been in hot water over the design of a kids' hoodie.

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The truth is, you can't afford to *not* be inclusive

I am more likely to buy from a brand that showcases diverse people (i.e. different races, gender identities, ages, etc.)

Strongly disagree	4%
Disagree	6%
Neither agree nor disagree	24%
Agree	33%
Strongly agree	33%

sproutsocial.com/insights

sproutsocial

66% are more likely to buy from brands showcasing diversity

MediaPost

"**46%** of Gen Zers expect brands to prove their commitment to diversity with action.

This group agreed that **"when I know a brand is committed to diversity and inclusion, I find myself more likely to do business/shop with them."**

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Sources: Sprout Social Insights, 2023 and MediaPost, 2023

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Being more inclusive is fiscally responsible during good times and **even more so** in the not-so-good times.

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Make inclusion the default:

1. Focus on **Accessibility**
2. Mind your **Language**
3. Consider your **Creatives**

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1. FOCUS ON ACCESSIBILITY

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Reminder: Identifying and removing barriers to accessing your content can help *everyone*.
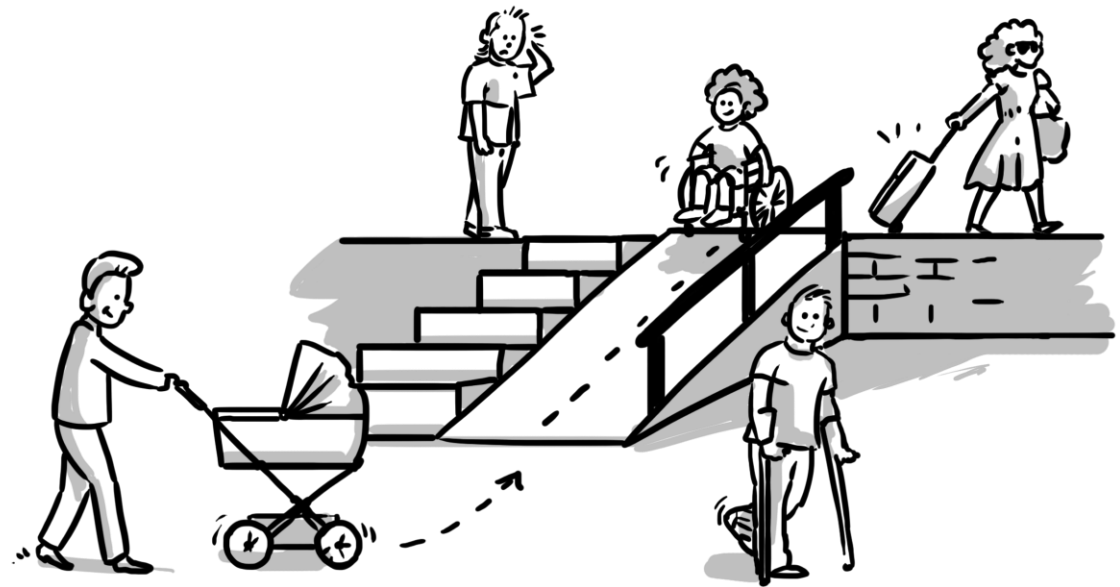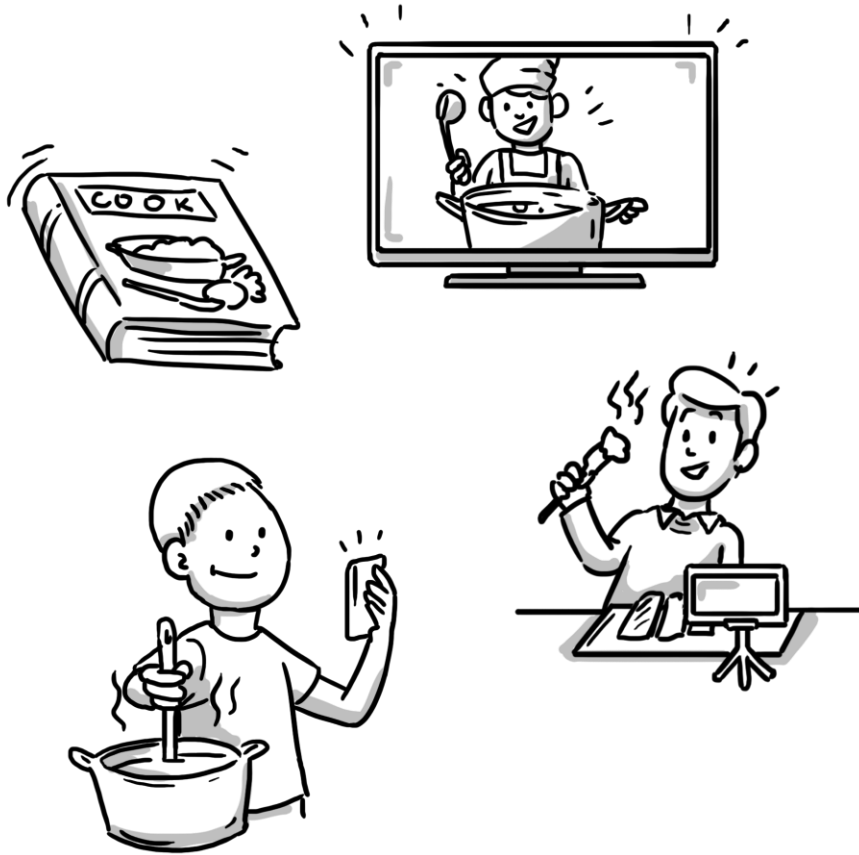
Technology and standards are constantly evolving.

Stay up-to-date via the WCAG guidelines: www.w3.org/WAI/
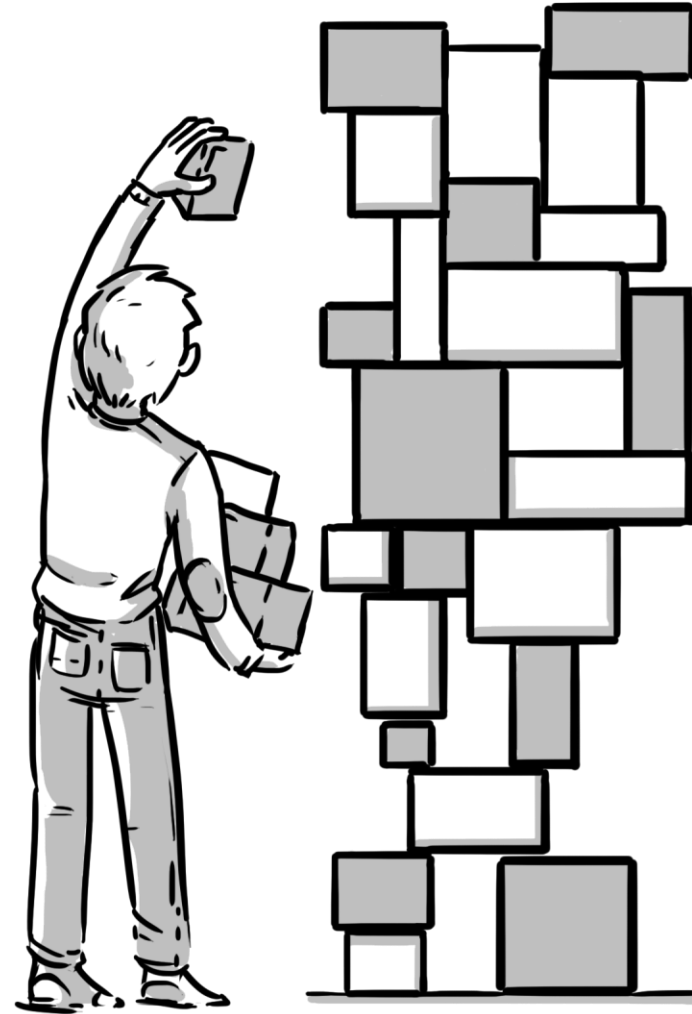
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1. CHOICE OF FONT

Not all fonts are accessible.

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2. CONTENT LAYOUT

Make your content easier for all to consume.

Break larger blocks of information into **smaller chunks**.

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Be careful with color usage, especially when used to differentiate or convey details.
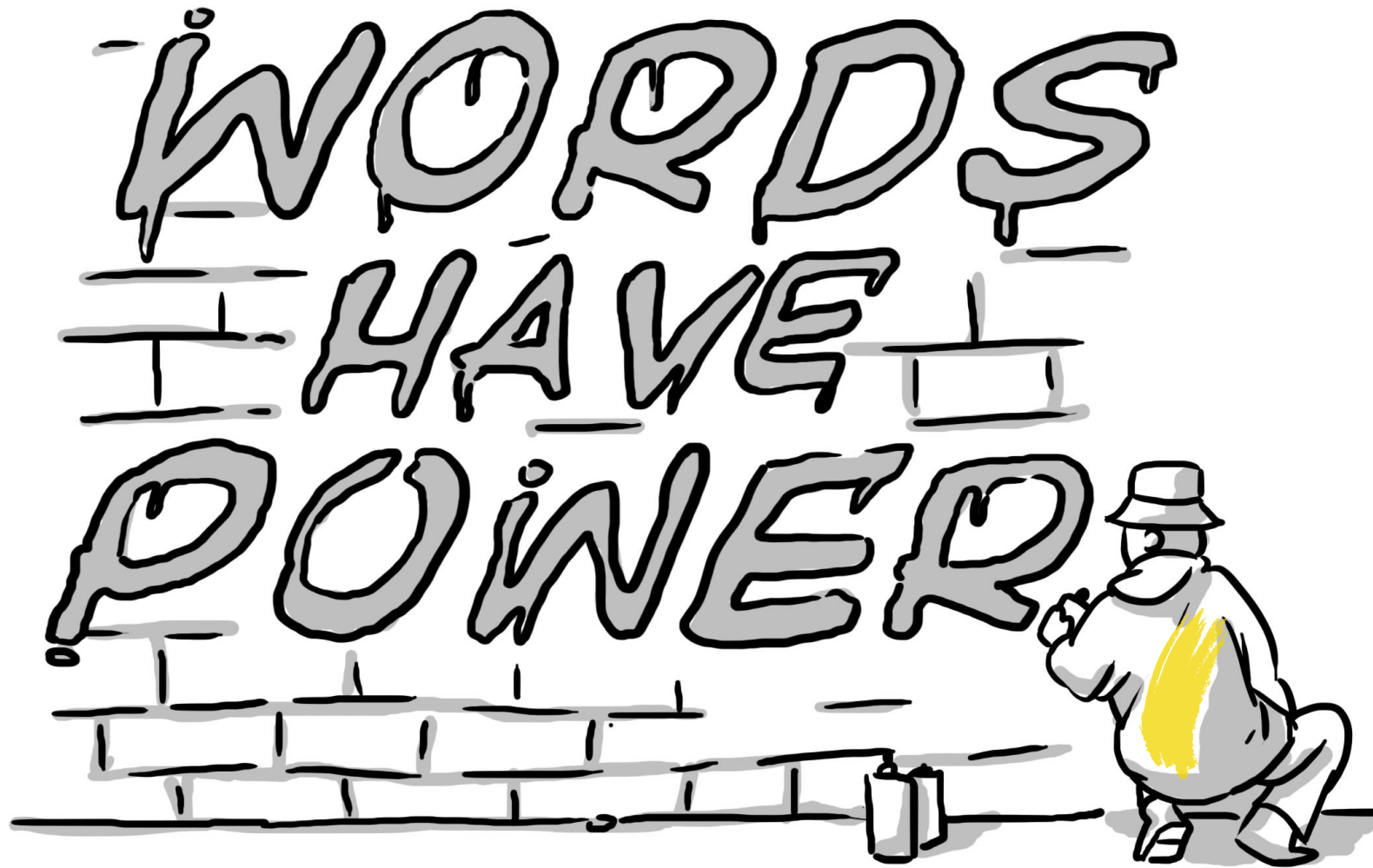
/in/purnavirji @purnavirji

Cut down extra steps.
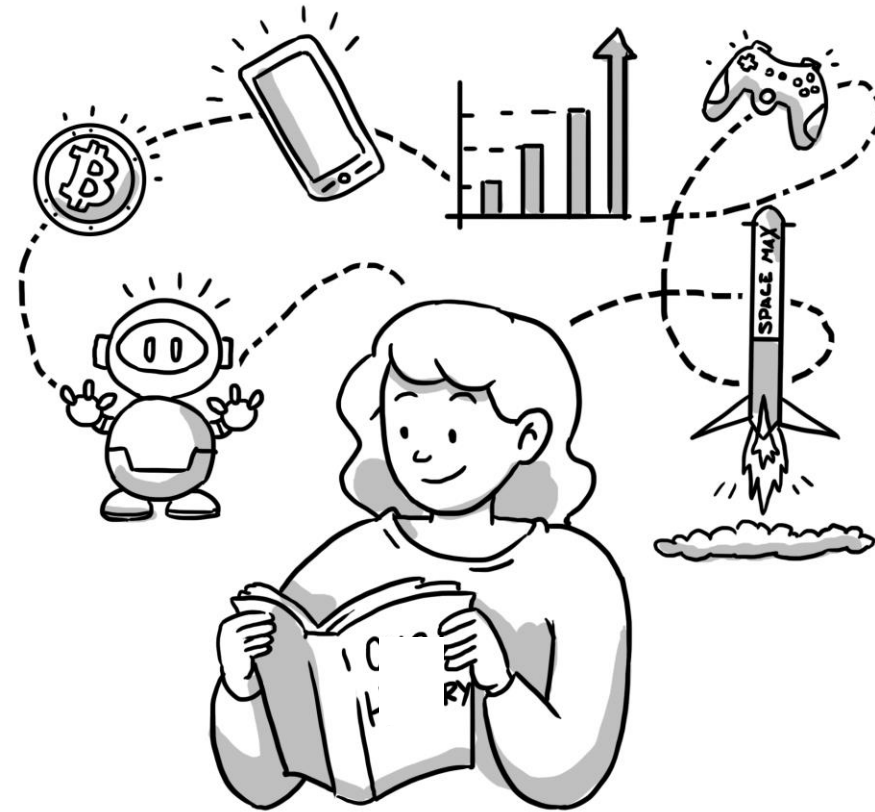
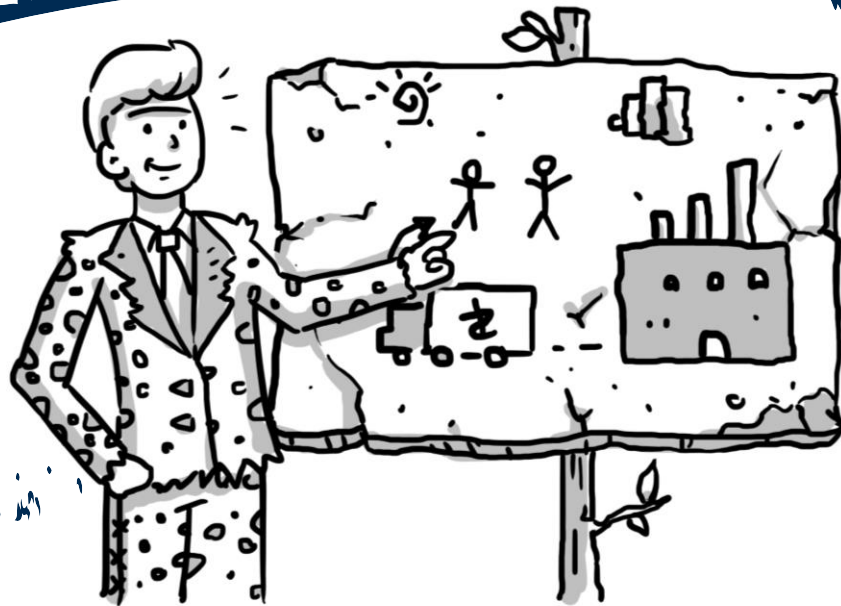# FIGHT THE FOMU

It's less to do with the ability and more to do with identifying and removing barriers to consumption.

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2. MIND YOUR LANGUAGE

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/in/purnavirji @purnavirji

1. WRITE SO EVERYBODY CAN UNDERSTAND

Make your words work for everyone.

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Complex language is
a bug, not a feature

Simplify and clarify
instead.

Purna's Pro Tips:

✅ Simpler words, shorter sentences.

✅ Create for a 6th grade reading level.

✅ Provide clarification and context.

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2. PAY ATTENTION TO THE WORDS YOU USE

Include and accurately represent all people.

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People are increasingly realizing the importance of **avoiding ableist language**.

Think **how common it is** to use figures of speech describing a sense or ability.

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Pause and reflect:

- Who might feel excluded?
- Where am I making assumptions?
- What language would they expect?
- Could how I've phrased anything cause anyone discomfort?

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FIGHT THE FOMU

Keep up with evolving terminologies.
And use language that people and communities have chosen
to describe themselves.

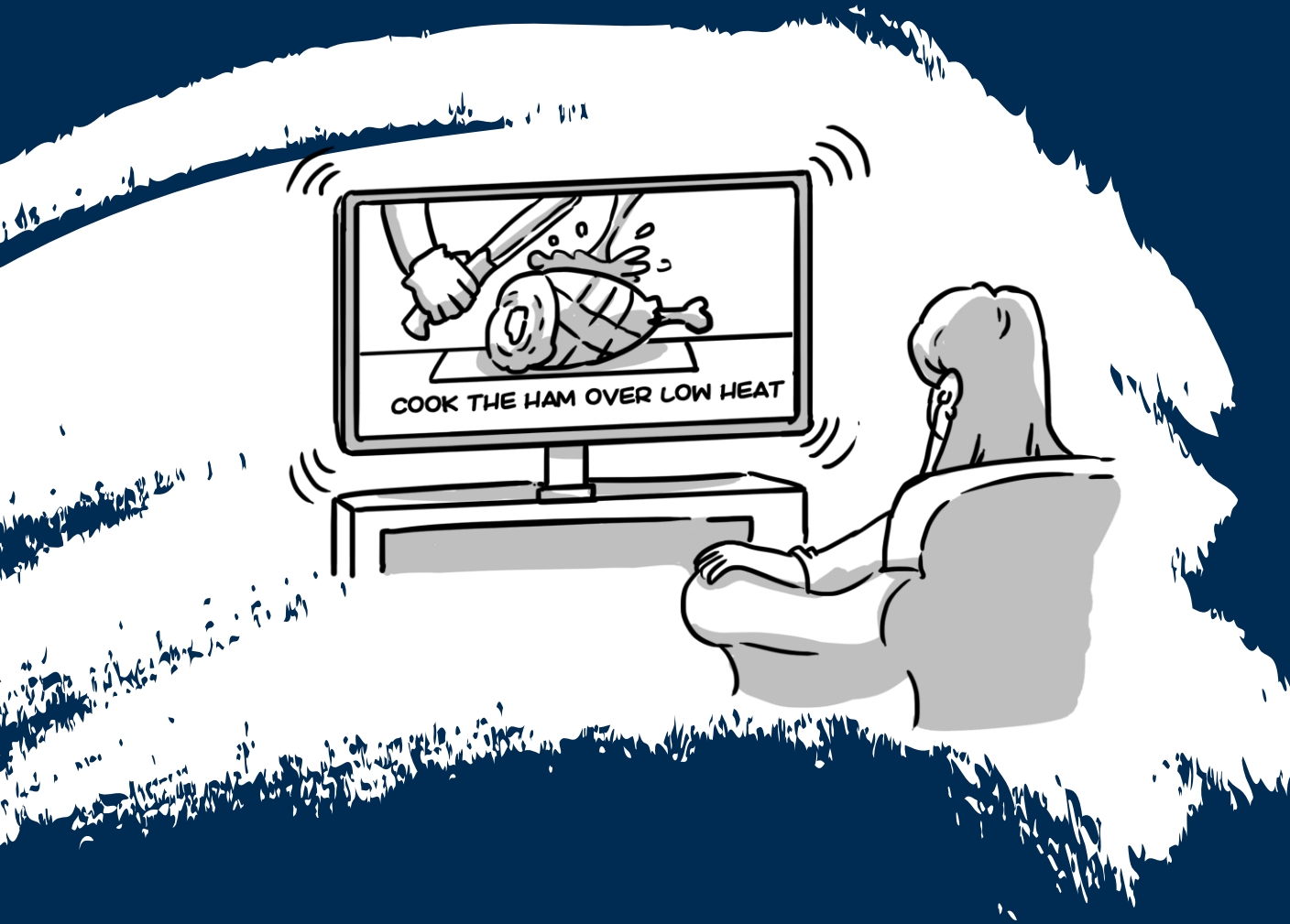/in/purnavirji   @purnavirji

3. CONSIDER YOUR CREATIVES

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1. PAY ATTENTION TO THE IMAGES YOU CHOOSE

Accurately and authentically represent our communities and the world we live in.

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2. DIVERSIFY YOUR CREATIVE FORMATS

Different people absorb content in different ways.

COOK THE HAM OVER LOW HEAT

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Plan a mix of:

- Visual content
- Audio content
- Text-based content
- Experiential content

Consider cognitive load

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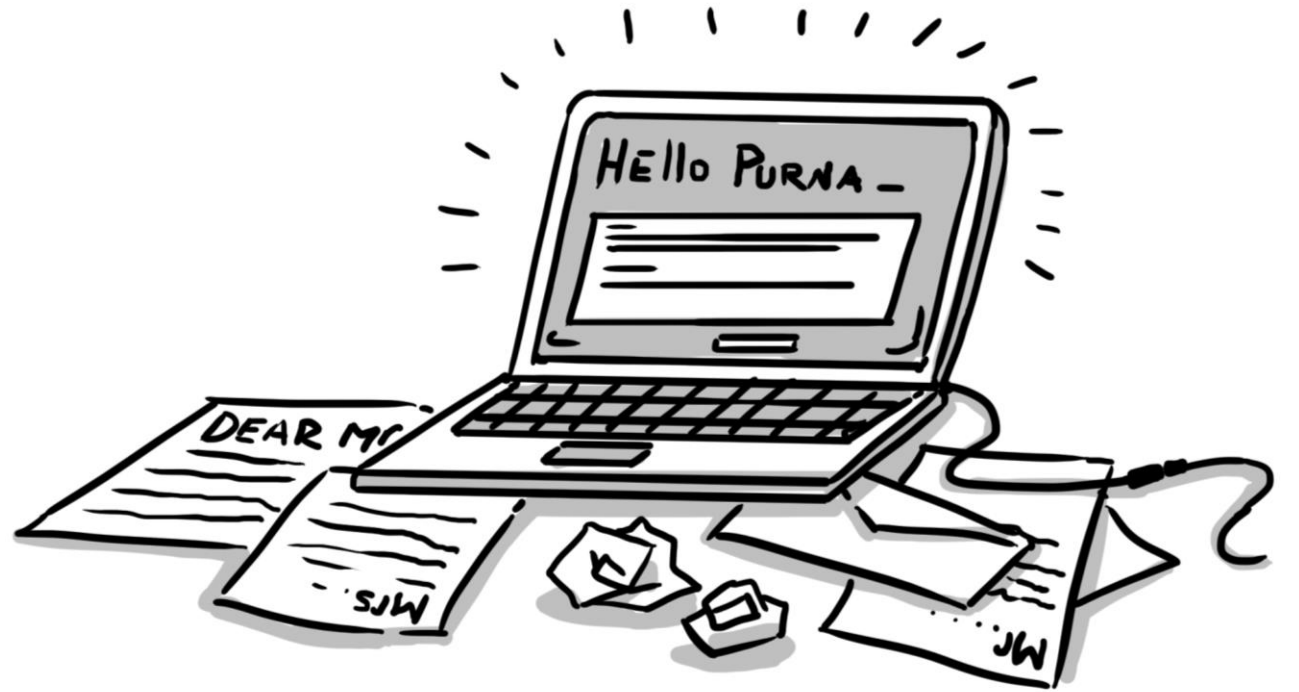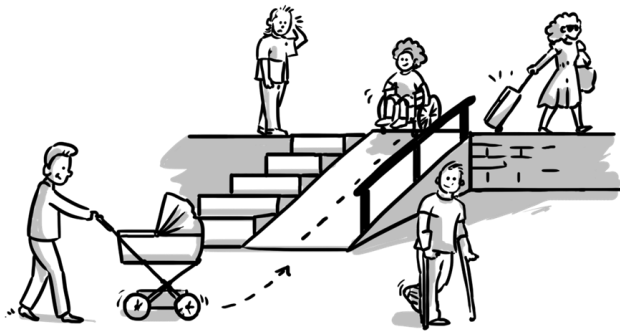
FIGHT THE FOMU

Be thoughtful about your creatives - *how* you say things matters as much as *what* you say.

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DON'T FORGET CONTENT THAT'S NOT "CONTENT"

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RECAP: MAKE INCLUSION THE DEFAULT

Focus on Accessibility

Mind Your Language

Consider Your Creatives
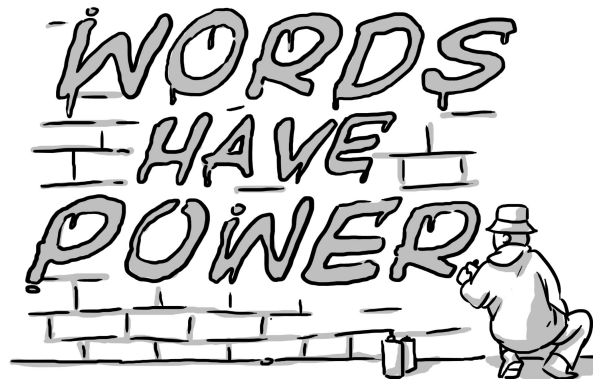
/in/purnavirji @purnavirji

INCLUSION: ALL FOR ONE AND ONE FOR ALL

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HARTELIJK DANK!

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Say hello:

in
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🐦
@purnavirji

You can find the book here:

Amazon.com or KoganPage.com