

BE VISIBLE

It's time to come out of the closet for more than the month of June – to take some important steps along the journey to publicly demonstrate to your employees, clients and stakeholders that you are an open and inclusive organization.



Ad Industry Action for LGBTQG Inclusion

IDEAS FOR ACTION

- 1** Make personal pronouns and gender-neutral language a normal course of business.
- 2** Provide options for employees to self-identify, without expectations, by auditing HRIS platforms making sure they provide sexual orientation, gender identity, and pronoun options.
- 3** Include LGBTQ+ statistics in your annual DEI reporting.
- 4** Publish your annual DEI data on **AGENCY DEI**.
- 5** Include your DEI policy, including your commitment to LGBTQ+ workers on your website, social profiles, on job descriptions, hiring specifications and your employee handbook.
- 6** Start/support and LGBTQ+ ERG, including allies.
- 7** Recognize and educate that diversity exists within the LGBTQ+ group.
- 8** Support local LGBTQ+ organizations with time, talent and/or treasure. Join and support your local LGBTQ+ chamber of commerce.
- 9** Share your LGBTQ+ support, knowledge and engagement on social channels.

BE EQUITABLE

Equality is a start but being equitable with our fellow LGBTQ+ workers is critical. Knowing the difference and creating equity is key to an open, inclusive and safe culture.



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IDEAS FOR ACTION

- 1 Provide equitable employee benefits, taking into account specific needs for LGBTQ+ workers, including healthcare, retirement, insurance, etc.**
- 2 Ensure equitable hiring practices by actively seeking out LGBTQ+ candidates by using diverse recruiting platforms, using inclusive language in job descriptions and while interviewing candidates.**
- 3 Provide LGBTQ+ training and education for all employees and celebrate LGBTQ+ history and events.**
- 4 Recognize important dates in the LGBTQ+ calendar, such as Pride Month, International Day Against Homophobia, Biphobia and Transphobia, National Coming Out Day, International Transgender Day of Visibility, etc.**
- 5 Make company social events safe, inclusive and welcoming.**
- 6 Provide gender-neutral bathrooms.**
- 7 Provide LGBTQ+ career sponsors for LGBTQ+ employees to foster career progression and reduce feelings of only-ness.**
- 8 Don't put LGBTQ+ inclusiveness program responsibility only on LGBTQ+ workers.**

BE INTOLERANT

For many years, LGBTQ+ people have been “tolerated”, and tolerance was the norm. Today it’s about full recognition and acceptance and being intolerant of anything less. Company cultures should also be intolerant of discrimination, bigotry, exclusiveness and hate.



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IDEAS FOR ACTION

- 1 Have a 100%-intolerance policy, including anti-discrimination and anti-harassment policies toward LGBTQ+ employees.**
- 2 Recognize and respect the coming out journey giving people the space and support to come out on their own timing and terms.**
- 3 Review and update other policies. Employers should ensure that all anti-harassment, bullying and nondiscrimination policies include LGBTQ+ individuals.**
- 4 Make sure policies such as dress code expectations are neutral without gender stereotypes. Policies requiring women to wear make-up or prohibiting men from wearing jewelry should be replaced with neutral expectations.**
- 5 Having policies in place is just the first step in creating a safe and inclusive culture at work where all employees are treated fairly. Leadership must model inclusive behaviors and adopt a zero-tolerance approach to disrespect and incivility at work.**
- 6 Support LGBTQ+ Employee resource groups (ERGs). Leadership can do this by attending ERG meetings and providing resources.**