

# Diversity, Equity & Inclusion Toolkit for Co-ops:

# COMMUNICATIONS GUIDE

Inclusive & Equitable Communications Practices

## 1. ——— Avoid reinforcing power structures ———

Choose words carefully to not imply superiority & inferiority or reinforce false beliefs of "normalcy" that contributes to marginalization. Note the powerful shift in saying "the global majority" instead of "visible minority", for example.

TIP SHEET:  
Gender  
& Sex

## 2. ——— Educate yourself on current best practices ———

Explore the tip sheets on the right to help navigate terminology and other language considerations. Consult people with lived experiences and integrate their feedback.

TIP SHEET:  
Race &  
Ethnicity.

## 3. ——— Don't make assumptions ———

Inform yourself on how a group or person wants to be referred to. Pronouns and words concerning identity are deeply personal and must be respected.

TIP SHEET:  
Persons with  
Disability.

## 4. ——— Adapt to evolving language ———

Word choice matters and language changes over time. Stay up-to-date on terminology, invite input, and adapt as needed.

## 5. ——— Connect with your audience ———

Understand who your audience is, what engages them and how to meet them where they are at. Choose channel and format based on their needs. Build two-way communications and lasting relationships with them.

TIP SHEET:  
Indigenous  
Peoples

## 6. ——— Make formatting & layout accessible ———

- Consider font type/size and colour contrast to make it easy to read (use [contrast evaluation tool](#), PDF & [website accessibility checkers](#) for example).
- Use alternative text to describe pictures and graphics for people who are blind.
- Use words that accommodate different levels of language proficiency. Consider translations depending on the audience.
- Use closed captioning in videos.

GUIDE:  
Communicating  
w. Indigenous  
Audiences