INCLUSIVITY IN MARKETING

The Association recognizes that language choices have a powerful effect on our community. As an inclusive organization, we strive to use language that honors and values the identities and experiences of others. All members, volunteers, and vendors are encouraged to use inclusive, bias-free language in their communications.

In keeping with this purpose and to promote a more inclusive environment for its constituents, ACUI commits to the following:

- Creating communications that do not include stereotypical images, terms, or expressions.
- Creating resources and programs inclusive of differing abilities (e.g., providing appropriate accessibility accommodations).
- Avoiding the characterization of an individual by age, ethnicity, gender, national origin, physical ability, race, religion, or sexual orientation, unless specifically relevant to the topic.
- Using visual images that represent a balance of diversity and reflect individuals in a nonstereotypical manner.
- Using inclusive language and terminology in publications, presentations, speeches, and all other forms of communication.

Bias-free language choices include, but are not limited to:

- Terms inclusive of all genders, gender identities, and forms of gender expression.
  - Avoid gender binary words/phrases by using terms such as “they” rather than “he or she,” “first-year students” rather than “freshmen,” “other sex” rather than “opposite sex.”
  - Use gender-inclusive collective terms such as “you all” or “y’all” instead of “guys,” or “people” instead of “men and women.”
- Terms inclusive of sexual orientation.
  - Avoid heteronormative words/phrases by using terms such as “partner” or “spouse” rather than “husband/wife.”
- Terms inclusive of physical/mental ability status.
  - Use person-centered language, such as “person who is blind” versus “blind person.”
  - Avoid ableist terms/requests, such as “as you can see,” “please stand and be recognized.”
  - Avoid metaphors with words like “crazy” or “insane” to describe everyday occurrences.
- Terms inclusive of race, culture, and ethnicity.
  - Use terms that include, rather than classifying an individual as “other,” such as “international students” instead of “foreign students.”
  - Use terms like “undocumented citizen,” “undocumented immigrant,” or “immigrant” rather than “illegal immigrant” or “illegal alien.”
  - Avoid idioms and colloquialisms.
Additionally, keep in mind:

- ACUI is an international organization. Avoid references to seasons or country-centric language.
- Acronyms are not universal within or outside the organization. Follow guidelines set in the Style Guide (available in this brand book) to determine when and when not to use acronyms in marketing.

ACCESSIBILITY

When creating marketing materials, including presentations, these accessibility concerns should be considered:

- Those with motion sensitivity (Prezi, fast motion videos)
- Those with low vision (use a high-contrast template and large fonts)
- Those who cannot see (describe all visuals and use compliant fonts to be sure they can be read by accessibility devices)
- Those who cannot hear (consider captioning, transcripts)

You should avoid:

- Hard-to-read and serif fonts
- Italics and underlined text
- Too many bullets
- Graphics unrelated to the content
- Justified text or large gaps between consecutive lines of text

Further consideration for accessibility during events is included in a later section.
PRESENTATIONS

The following guidelines should be considered when giving a presentation on behalf of ACUI. If you are working with someone who will be speaking at an online or in-person program, please share the information below.

BE VISUALLY INTERESTING
In a face-to-face presentation, your physical presence and interaction helps keep participants’ attention. In the webinar format, using graphic examples and changing visuals often is highly recommended, especially in place of text-heavy slides.

INCLUDE INTERACTIVE ELEMENTS
Keep participants engaged in your presentation and value their experience by adding optional interaction that involves action. Consider using multiple-choice polling or asking them to submit personal examples related to a particular subject.

USE ACUI’S TEMPLATES
Staff members and volunteers giving a presentation at an ACUI event or on behalf of ACUI should use an ACUI PowerPoint background, available through the Volunteer Tools. Others who are presenting at an ACUI event should be encouraged to use a standard PowerPoint background as well, whether one of the general ACUI ones or a template created specifically for the event, such as the Annual Conference. The templates created have incorporated best practices not only for branding but for accessibility as well.

USE INCLUSIVE LANGUAGE
See the Marketing Development section for details on inclusive language.

KEEP ACCESSIBILITY IN MIND
Using high-contrast backgrounds, large sans serif fonts, and few bullet points are important to the success of a presentation. ACUI also recommends using PowerPoint versus Prezi or Keynote so that it is more easily accessible on multiple devices. Additionally, presenters may choose to stay away from Prezi and other software’s animations or transitions in consideration of those with motion sensitivity. It also is recommended that a microphone/speaker system be used in a room that has more than 30 people. Use functionality within Microsoft products to check accessibility.

USE CHECK POINTS FOR QUESTIONS
Integrating opportunities for participants to submit comments/questions throughout your presentation, rather than holding off until the end, can help keep them engaged. Identify key points during the flow of your content where it is appropriate to pause, and include a slide within your presentation to call attention to your request for questions/comments.

THANK YOUR AUDIENCE
Close the program formally, thanking everybody for their time. That little bit of recognition will make them feel appreciated.