



# A Gender Inclusive Social Media Checklist

## 1. Use gender neutral language

Don't assume the gender identity of people you interact with.

## 2. Share multiple voices and perspectives

Ensure content you share comes from a diverse range of people and perspectives.

## 3. Use diverse imagery

A.k.a. stock photos representing all people and non-gendered icons.

## 4. Choose your emojis wisely

Yellow, non-gendered, or all genders.

## 5. Remove offensive comments

Don't tolerate sexist, racist, homophobic, or hateful remarks of any kind.

## 6. Address people by their names

Avoid using gendered monikers such as "Mr." or "Mrs."

## 7. Create gender inclusive forms

Use the "Prefer not to disclose" option or "I identify as: \_\_\_\_" if you must collect information about gender.

## 8. Establish clear posting guidelines

Let your online community know what kind of content is encouraged, and what is not tolerated.

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