

How To Showcase Your Company's Diversity & Inclusion Goals

Many clients want to feature diversity and inclusion on their site. We love this! The first step is to remember that this isn't just about metrics and percentages, but about your people. In order to be the most impactful we included some key tips below:

Best Practices for talking about diversity and inclusion on your Muse profile:

Diversity & inclusion are different and it's important to speak about how your company values and pursues both.



How do we showcase diversity and inclusion if we don't have it?"

- **Be authentic. Remember diversity looks different in every company.**
 - Define what diversity means to your company
 - It can go beyond race and gender and include hundreds of different attributes that make up your company's workforce
 - Define Inclusion for your company and how you create a trusting environment
- **Leverage D&I advocates or leadership who care about improving the level of diversity or inclusion in your company.**
 - For example: If your Head of Talent, CEO or other leaders care greatly, ask them to talk about why it's important to them.



How do we ensure the people included in our profile do not feel pressured or that they are being asked to participate purely because of their demographic makeup?"

- **When inviting employees with differences from the demographic norm of your company, outline why from a results and performance standpoint you want them on your company profile.**
- **Do not get hung up on trying to showcase multiple races and genders in your profile.**
- **Being authentic is just as important to prospective employees as being diverse, and having your employees share their stories will keep your profile honest.**