



# Inclusive Communications

**Alex Alexander (she/her)**  
Senior Consultant



# Making the most of this webinar

- **All other applications, distracting devices and notifications on silent**
- **Create inclusion – ask questions, participate fully and challenge respectfully**
- **Use the chat function to share your thoughts and ask questions**
- **Recording**

# House guidelines



Be respectful and thoughtful  
of others opinions



Don't worry about language  
and terminology today – we  
are all here to learn



No question is a stupid  
question



This is the start of our  
journey together – not the  
end.

# Today we will cover...

- What we mean by 'inclusive communications' and why it's important
- What can happen when there is poor inclusivity in communications
- The benefits of communicating inclusively
- The difference between inclusive communications and accessible communications
- How to wire inclusivity into all aspects of our communications



# A note on terminology



"Go out. But stay in. Go to work. But don't. Play sport. But don't. Go to school. But don't. Sunbathe. But don't. But all of this is conditional. Or not. Stay safe. Stay home. But don't stay home. Go out. But don't. Stay alert. Stay alert on public transport. But only in Phase 3"



What does the term  
“inclusive communications”  
mean to you?

# What do we mean by Inclusive Communications?



Sharing information in a way that everybody can understand

Delivering communication in a way that is inclusive to different identities and experiences.

Inclusive communication covers

- Verbal communications
- Non-verbal communications
- Written communications
- Signage and information
- Social Media

# Why are Inclusive Communications important?



Language



Diversity



Respect



# Quiz

1. What is the average reading age of a UK resident?

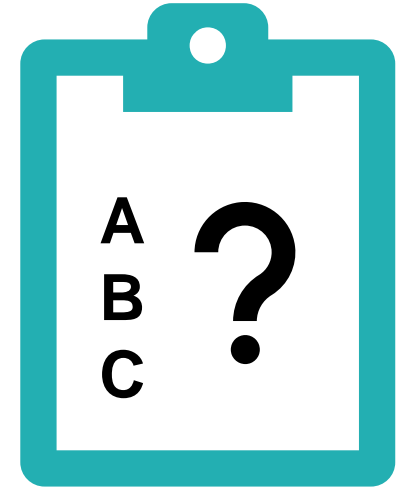
- A. 9 years old
- B. 14 years old
- C. 11 years old

2. What percentage of UK society does not have access to the internet?

- A. 10%
- B. 5%
- C. 16%

3. How many hours a day do UK adults spend on social media?

- A. 67 minutes
- B. 108 minutes
- C. 32 minutes



See a Voice.  
ONS.  
Statista.

# Accessible vs Inclusive



## **Inclusive communications**

- Designed to reach and engage a broad diverse audience

## **Accessible communications**

A mechanism to help us be more inclusive

- Putting captions on presentations
- Printing materials for meetings
- Using BSL interpreters (British Sign Language)
- Website and social media
- Including braille at a tourist attraction





# Discussion

- How have you considered accessibility and inclusion in your communications?

# Example accessibility checklist

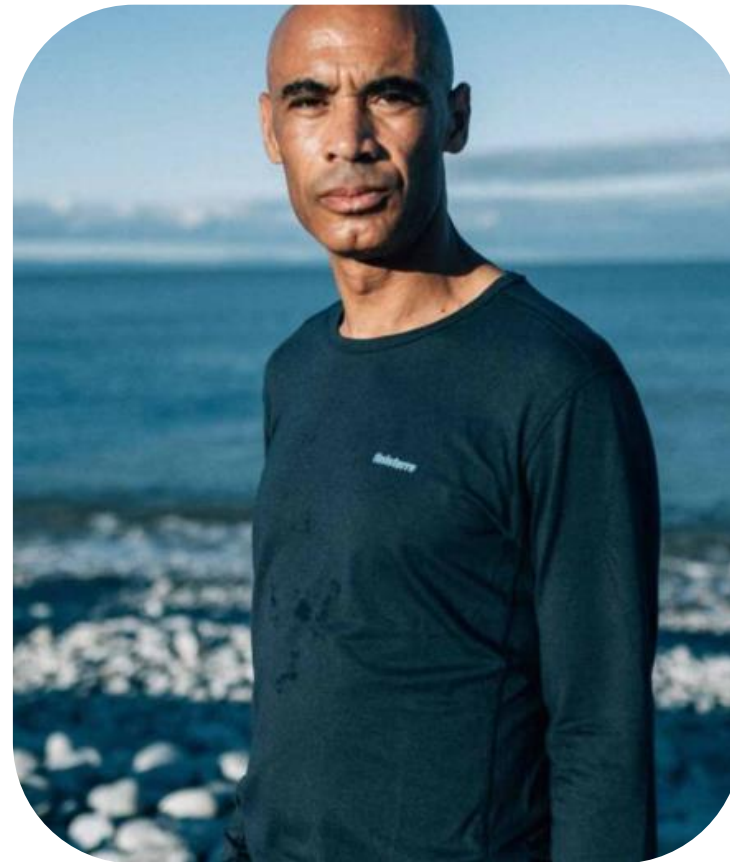
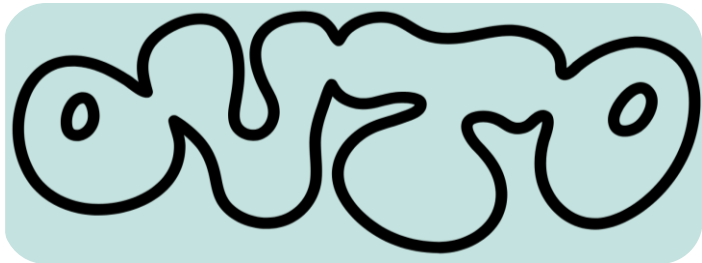
- ✓ agendas sent out in advance of events / meetings
- ✓ captioning for online events and recorded content
- ✓ consider length of breaks during meetings
- ✓ continual signposting of the agenda during events
- ✓ alt text for all digital images (on websites, social media, documents)
- ✓ include a question about access requirements / adjustments in booking forms for events
- ✓ market events and put a deadline on bookings far enough in advance to meet any requests made



# When brands don't consider inclusion









People of Colour Paddle

31 December 2023 · 🌐

To everyone that showed up and supported my efforts to bring paddlesport to more people of colour in the UK ✨

I hope to see you all again next year on the water; facing fears, gaining confidence and skills, making new friends ❤️

Happy New Year

#happynewyear #2023

#diversity #sport #paddlesports #inclusion #paddle #water

#community #newyear



People of Colour Paddle founder, Adya Misra.



# Neurodiversity & communication

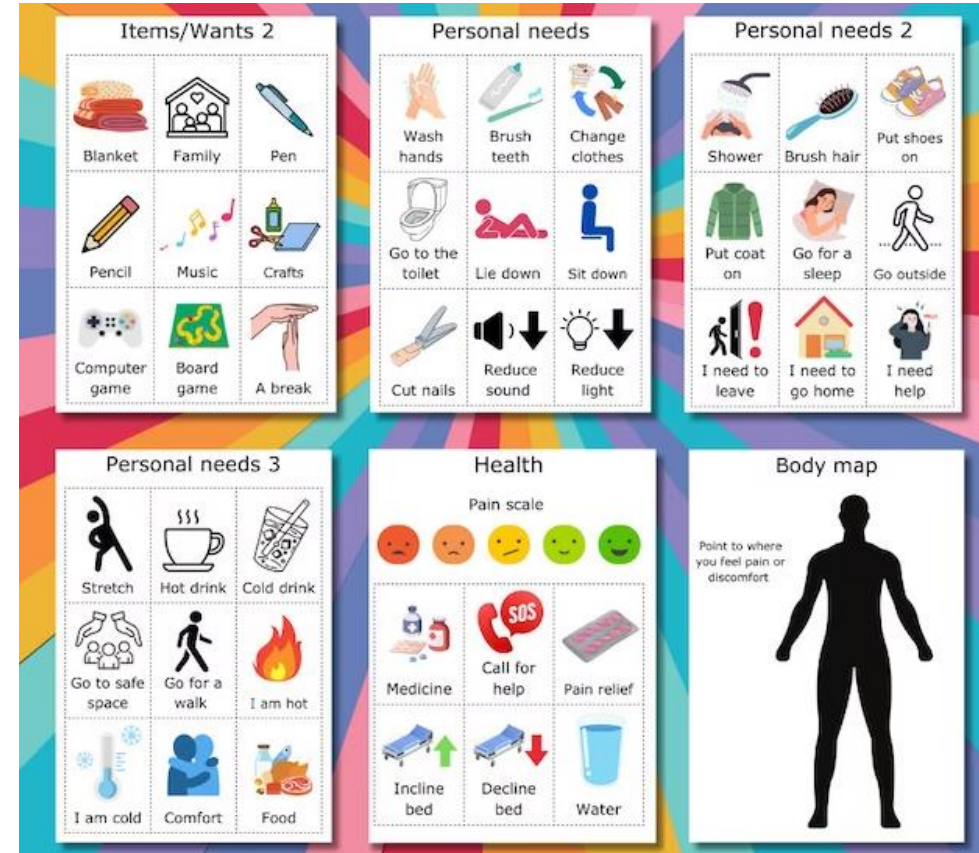
**“Neurodiversity is the diversity of human brains and minds, the infinite variation in neurocognitive functioning within our species.” – Nick Walker, Neurocosmopolitanism**

Each neurodivergent individual may have different communication needs, so it is best practice to find out what works for that person.

What can we do to be inclusive of participant, customers, coaches, colleagues, volunteers etc.?

- Decrease sensory triggers (lights, uniform, noise)
- Adapt your communication style – don't expect the individual to fit to neurotypical communication
- Ask questions
- Be flexible to different people's needs

# Cue Card examples





# Think about creating social stories for people to look at before coming



**We are going to the library.**



**The library is a place where I can look at, read, or borrow books.**



**This is also where I return books I borrowed. It is important to return books so that other people can use them.**



**They also have magazines, videos, and music.**

# Staff profiles and information for the website and outside the centre



**My name is Zara**

I will be on reception today from  
10am until 2pm.

I enjoy swimming.

My favourite food is sushi.

# Top tips for Inclusive Communications

# Communication considerations

- Everyone is different.
- Speak to the person directly even if the person they are with replies.
- Be understanding of individuals who don't give eye contact.
- Be understanding of individuals who are non-verbal.
- Be aware and understanding of stimming (self-stimulating behaviour).



# Consider potential barriers



- Jargon
  - Acronyms
  - Technical terminology
  - Inappropriate Language
- 
- Writing everything in upper case
  - Overuse of punctuation e.g. exclamation marks
  - Fonts that are not easy to read, or too small
  - Colours



# Understand your audience



- Who are they?
- What's the best way to connect with them?
- How can you be inclusive of everyone?
- Ask them!

# Social Media Guidelines



- Consider the imagery you are using – google image search ‘family’ and share your reflections
- Consider use of gender neutral language
- Reflect on use of emojis – does everyone understand the meaning?
- Social media is about dialogue, are you responding to comments and questions

# CHARTER: a helpful framework

C	<b>Clarity</b> – Be clear on your objectives/ goals – what you are trying to achieve through your communication.
H	<b>Human</b> – Most people respond to communications that are not overly corporate or rigid. Ensure that your voice is warm, respectful and has integrity.
A	<b>Audience</b> – Do you really know who you are trying to communicate with? Have you considered how they like to receive information? Have you considered your audiences? Have you thought about all the differences within your audience?
R	<b>Receive</b> – We often fall into the trap of thinking that communication is a one way process. It is vital that when developing our inclusive communications, we are considering how we transmit our information/message and how we will encourage and receive responses to it.

T	<b>Track</b> – Inclusive communication is a constant state, it is a lens on how you communicate. It means recognising that you may need to do things differently as people change and messages change. You need to track what is working, for who, and what you could do differently to engage with a wider audience.
E	<b>Everyone</b> – If you are focused on inclusive communications you are thinking about ensuring your communications will not exclude anyone.
R	<b>Reality Check</b> – Most of us set out to be inclusive but sometimes we make mistakes or get things wrong. Remember that you have good intentions and don't take feedback personally or defensively. Stay true to the fact that you are trying to be as inclusive as possible.

# Key Takeaways?



Listen and  
subscribe to our  
podcast to hear  
fascinating  
conversations and  
stories of inclusion  
and diversity

