

EQUITY LENS AUDIT

Use this worksheet as a guide to accessing the current status of your marketing and communications strategy and communication channels before moving forward with restructuring your messaging and strategy

HISTORICALLY UNDERSERVED GROUPS


LGBTQIA+ populations
Native & Indigenous people
People of Color
Immigrants
Women
People living in Poverty
Differently-abled people
Older Adults
Young people

*** What communities are centered in our organization's content? Who has been historically underserved or excluded? (use the box above as a guide)**

*** Do the images we share or have as an organization capture the full diversity of the community we serve? Do they capture diversity within specific communities of people? Do they support harmful stereotypes or erasure?**

*** How can we use our communications channels to create opportunities for people least likely to be heard share their concerns or be visible/represented?**

*** When do we use translation services? What is the timeline to make sure our promotional materials and communication strategy are fully accessible by diverse communities?**



*** Is there a negative history or brand perception between our organization and underserved populations? If so, what will be the messaging that addresses it?**

*** Are there culturally specific concepts or terms we should be using? Are there terms we currently use that we shouldn't use?**

*** How do we respond to social justice issues currently? What is the typical public response/perception?**
