



Fundamental Series

Content & Communication



Executive Summary



This document is meant to serve as a **guide for tone and materials** in the context of various global movements around social & racial inequities.

It contains:

- Link to Corporate guidance
- Things to avoid/be mindful of when using [copy]
- Updates on product terminology

This document highlights specific examples found in marketing materials and communication. The guide does not include the comprehensive overview of Better2ogether's content auditing guides & research.

Planning Your Copy

The words you use can have a different meaning to another individual. We don't know what that person is experiencing in work or personal life. That is why it is always best to avoid specific words & copy to reduce the likelihood of agitating anyone or damaging you and your business's brand. Avoid using trigger language, including but not limited to violent or combative metaphors (i.e., battlefield, battleground, winning the battle, crush, bulletproof, beating the competition, without a head), humanity (i.e., bringing humanity into marketing efforts), lockdown, master or slave (master/slave product terminology is being updated in UI; decision on new terms are in process), and thrive or thriving.

SOLUTIONS

- Use alternate words
- Avoid vague language around uncertainty or macro social environment
- Avoid rhetorical questions that could be construed as making light of current events

✘	WORDS TO AVOID	Resilience/resilience Staying safe Stress/stress-free Survival	Token Demonstration Closed/open doors Misinformation	Maintaining confidence Serve/serving the people Whitelist/blacklist
✘	VAGUE LANGUAGE	Difficult times Challenging times Tough times Unusual times New reality	Changing environment Ever-changing environment Uncertainty Economic challenges Cost of doing nothing	Business-as-usual Rising above today's challenges Overcoming today's challenges Purpose-built Cultural shifts
✘	RHETORICAL QUESTIONS	Can't we all just get along? Is there anything more frustrating? What matters most?		
✔	EXAMPLES & ALTERNATIVES	Staying safe < Doing well: "Hope you're staying safe" to "Hope you're doing well" Token < Sign: "As a token of our appreciation" to "Sign of our appreciation" Demonstration < Be specific or use "demo": "Demonstration" to "Product demonstration"		

The Bottom Line

1. Replacement terminology & imagery consulting is available through DiverseVC
2. Focus on the creation of identity-safe content
3. Awareness & sensitivity of verbiage in correlation to external current & cultural events
4. Specific references can prevent unintentional & ambiguous interpretations when inquiring or checking in

Many organizations are shocked to find that they have inflammatory content going unseen. If you see an opportunity to improve your organization's internal & external content, make it a point to educate your teammates. If you need your projects, copy, and content quickly proofed and audited by experts, reach out to learn more about our content auditing services.

Contact Us:

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