

# IS THIS PERFORMATIVE?

**TIP:**  
Followers need to understand an organization is walking-the-walk, not just talking-the-talk.

## Brand Tokenism:

Engaging a few token individuals from a minoritized population to give the effect/illusion of diversity without organizational commitment to inclusion.

**THIS FEELS GENUINE - PROCEED WITH PUBLISHING!**

**Does this post hold relevancy to your organization?**

*Relevancy could mean employee-base, industry, etc.*

**NO** **YES**

**Is this post exploitative or harmful?**

*Does it reinforce racial/cultural stereotypes?*

**YES** **NO**

**TIP:**  
Highlighting the history of minoritized populations requires a strategy and plan that considers the past, present, and future — focusing on one of the three exclusively is disingenuous

**Pause:** Evaluate the motivation behind entering the conversation connected to this content.

**Does your organization have something meaningful, educational, or supportive to contribute?**

**NO** **YES**

**TIP:**  
Stereotypes, regardless of whether they appear positive, reinforce the idea that those who do not possess white privilege are less-than, other, or undeserving

**Has this strategy been influenced by the community you are representing whether via first-person experience or reputable sources?**

**NO** **YES**

**Is this content a part of a larger organizational conversation, or is this the lone I&D strategy for your organization?**

**Lone Strategy** **Larger Conversation**

## THIS FEELS PERFORMATIVE!

*Use this opportunity to reevaluate why your organization wanted to publish the content in the first place, how you can instill meaningful change internally before communicating outwardly and provide more genuine organizational allyship.*

**Is the content provided from an accurate, educated, and thoughtful perspective?**

**NO** **YES**

**This guide serves as a year-round gut-check, however it may be particularly helpful around:**

MLK Day, Black History Month, Women's History Month, Pride, Asian Pacific Heritage Month, Juneteenth, and other days of recognition that celebrate the individuals and culture of minoritized populations.

# RESOURCES

Continued education is a major influence on a well-informed social media strategy and overall genuine allyship. Here are a few resources and readings to get you started:

**Project Implicit  
(implicit bias test)**

**Racial Equity Tools**

**Pronouns Matter**  
-MyPronouns.org

**How Insensitive  
Marketing Can Kill  
Your Brand Image**  
-Carmen Morris, Forbes

**How to Create an Inclusive  
Holiday Marketing Strategy**  
- Later Blog

**Performative  
Allyship: What Are  
The Signs And Why  
Leaders Get Exposed**  
-Carmen Morris, Forbes

**The Difference  
Diversity Makes In  
Online Advertising**  
-Facebook IQ

**Inclusive Design for  
Social Media:  
Tips for Creating  
Accessible Channels**  
- Hootsuite Blog

**The Right Way  
For Companies To  
Weigh In On Racism,  
According To Experts**  
-Megan Graham, CNBC

**5 Ways To Develop A Long-Term  
Strategy For Diversity, Equity &  
Inclusion On Social Media**  
-Sprout Social Insights Blog