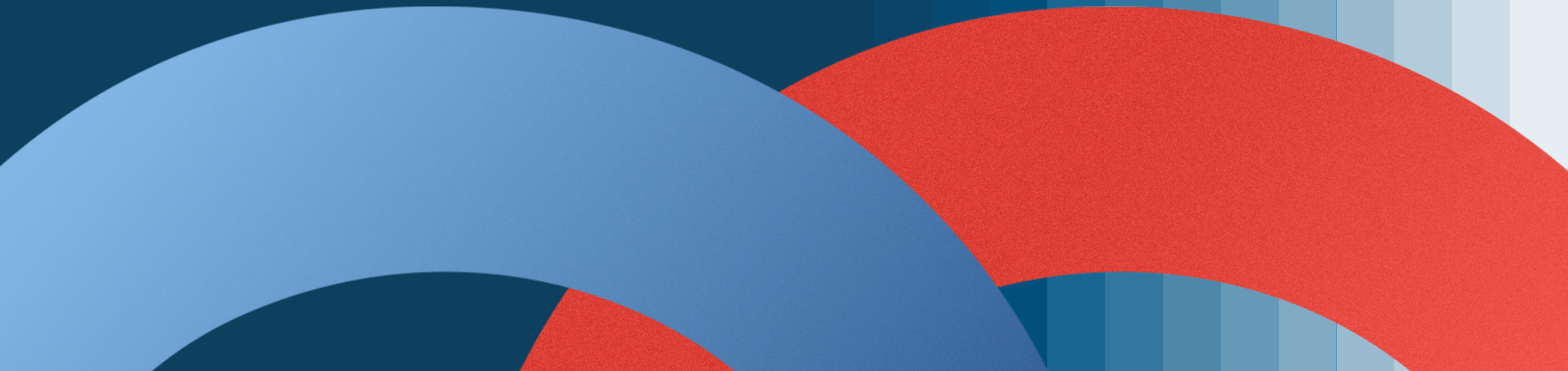


# **Towards more equitable communications**



# Why is equitable communication important?

Equitable communications are impactful communications. They pay attention to the needs of different target groups and are respectful of all people. When communications support equality and non-discrimination, people can feel acknowledged. At their best, communications can break down prejudices, reduce conflicts, foster a sense of inclusion and increase trust in the authorities.

Combating discrimination is our shared responsibility in society, and all authorities have a duty to promote equality. Communications are part of this responsibility. The purpose of these tips for more equitable communications is to support all communicators.

## 01.

### Pay attention to image choices

It is important to consider equality when selecting images. Do people from minority groups appear in illustrations in situations other than those that focus specifically on services aimed at them? To help everyone feel included, avoid stereotypical images and aim to increase diversity in all uses of images.



## 02.

### **Be mindful of word choices**

Language is never completely neutral. Word choices and metaphors reflect societal structures, and language can both maintain and break down prejudices and power structures. Avoid exclusionary terminology, complex jargon and metaphors that may not be understood by everyone. Communicate respectfully about all people.

## 03.

### **Foster a constructive culture of discussion**

In activities that aim to prevent discrimination and hate speech, it is important to support a positive, constructive and inclusive culture of discussion. Distance yourself clearly from discrimination and advocate a healthy atmosphere of discussion. Strive for clarity in speech and explain terms and concepts that may not be familiar to all parties involved in the discussion. Also use non-discriminatory language in your organisation's informal communications.

## 04.

### **Consider different target groups**

Does your message reach different target groups, and is it accessible? Communications should be technically and linguistically comprehensible to as many people as possible. Use multichannel communications and strive to include different language groups. Strive to make your message understandable to everyone on the first reading. If necessary, communications should be inclusive and provide opportunities for interaction with stakeholders and citizens.



# 05.

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## Support diverse communications

Diverse communications promote equality among people and different groups. Consider the practices that guide your organisation's choices of interviewees and topics. Whose voice is highlighted, and whose voice is left out? The visibility of minorities in expert comments should be actively increased. Ask experts familiar with the subject for quotes or to speak at events to ensure diverse perspectives are represented.

# 06.

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## Create guidelines for discriminatory comments

If you use social media in your communications, create clear policies for handling inappropriate comments, bullying, discriminatory discussions or hate speech.

# 07.

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## Provide training

Provide training in equality and equitable communications within your organisation. It is important that employees are given opportunities for training and discussions on how to promote equality in their own work.



# 08.

## Consider accessibility and the safety of spaces

Strive to make your events and spaces free from discrimination. Considering accessibility and safer space principles is part of equitable communications. When addressing accessibility, also pay attention to challenges and disabilities other than those related to mobility and communicate accessibility information clearly in connection with all your events.

# 09.

## Communicate actively about equality planning

Equality planning is one tool for addressing discrimination. Communicating about the different stages of your planning process increases its visibility and impact. Communications play an even more important role when your equality plan is used as a tool to actively create a more equal and non-discriminatory organisational culture. At the same time, your organisation communicates its values.

# 10.

## Clearly communicate guidelines

Clearly communicate the person or place that customers or employees can contact to report any discrimination they experience in your organisation's premises or activities. The threshold for reporting incidents will be lower when people who face discrimination know whom to contact. While the goal is that all your organisation's activities are as equitable as possible, discrimination can still occur, and you should have clear instructions in place to address it.



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