

Diversity, Equity, and Inclusion Practices for the Web and Social Media

Instructions: Review your college or department’s homepage and / or social media accounts. Use the checklist below to verify inclusivity practices and to take notes on how to strengthen your online presence in terms of diversity, equity, and inclusion.

Suggestion	Findings	Notes
Write in plain language		
Caps are not overused		
Camel case for hashtags		
Hashtags appear at the end of post or caption		
Avoid “click here” – be more descriptive in calls to action		
Limit emoji use and special characters		
Use gender-neutral pronouns and share diverse voices and emojis		
Use captions on videos		
Appropriate color combinations are used		
Pictures represent a variety of individuals in the organization		
The platform presents a welcoming space		