



## COMMUNICATIONS TOOLKIT

This toolkit supports your company's Communications team in creating consistent, compelling messaging to promote your recognition on the Global Inclusion List. It provides Global Inclusion List (GIL) approved messaging, adaptable hooks, and ready-to-use templates for internal and external communications.

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### Global Inclusion List approved copy

#### Key Messages (company & individual)

##### **Core Message**

We are / I am proud to be recognised on the Global Inclusion List, a global benchmark celebrating leadership and impact in diversity, equity and inclusion.

##### **What this recognition represents**

- Recognition of sustained commitment to diversity, equity and inclusion
- Evidence of meaningful, measurable impact
- Reinforcement of our values and inclusive culture
- Strengthening our reputation as an employer of choice

##### **Company examples (customise as needed)**

- Inclusive recruitment and progression practices
- Leadership accountability for inclusion
- Employee networks and allyship initiatives
- Policies and practices that support belonging for all

## **Company Hooks**

### **Short Hook**

Proud to be recognised on the Global Inclusion List for our commitment to inclusive leadership.

### **Medium Hook**

Our inclusion on the Global Inclusion List recognises the progress we are making to create a workplace where everyone feels valued, respected, and able to thrive.

### **Long Hook**

Being named on the Global Inclusion List reflects our ongoing commitment to embedding diversity, equity and inclusion into how we lead, how we work, and how we support our people. This recognition belongs to everyone who contributes to building an inclusive culture every day.

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## **Individual Hooks**

### **Short Hook**

Honoured to be recognised on the Global Inclusion List for my work in inclusion and belonging.

### **Medium Hook**

I'm proud to be included on the Global Inclusion List, recognising leadership and impact in diversity, equity and inclusion. This reflects the collective effort of many colleagues who champion inclusion every day.

### **Long Hook**

Being recognised on the Global Inclusion List is a meaningful moment. It highlights the importance of inclusive leadership and the power of working together to create environments where people can bring their whole selves to work and succeed.

## **Social Media Templates**

### **LinkedIn – Company**

We're proud to share that [Company Name] has been recognised on the Global Inclusion List. This acknowledgement reflects our commitment to building an inclusive culture where diversity is valued and everyone belongs.

### **LinkedIn – Individual**

I'm honoured to be recognised on the Global Inclusion List, celebrating leadership and impact in diversity, equity and inclusion. Grateful to work alongside colleagues who make inclusion real every day.

### **X / Twitter**

Proud to be recognised on the Global Inclusion List for our commitment to diversity, equity and inclusion.

### **Instagram / Meta**

Proud moment for [Company Name] — recognised on the Global Inclusion List for inclusive leadership and culture.

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## **Internal Communications**

### **Intranet / Internal Announcement**

We're delighted to share that [Company Name] has been recognised on the Global Inclusion List. This recognition reflects the progress we continue to make in creating a culture of inclusion, belonging, and opportunity for all. Thank you to everyone who contributes to this work.

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## **Usage Guidance**

- Messaging should be used consistently across channels
- Content can be adapted for tone, length, and audience
- Avoid overstating claims — focus on progress, impact, and commitment
- Ensure alignment with brand and DEI principles