



European
Commission



SOCIAL MEDIA TOOLKIT FOR #EUDiversityMonth



*Justice and
Consumers*

The European Commission, the EU Platform of Diversity Charters and its members are waiting for you to join forces online during the European Diversity Month in May 2021.

This toolkit is designed for companies which would like to join the EU Diversity Month by organising diversity activities, promoting diversity in the workplace and celebrating EU Diversity Month on social media.



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Why communicate about #EUDiversityMonth?

The EU's motto 'United in Diversity' delivers a very important message and defines who we are.

It describes how we have come together, despite our differences. In just three simple words, it conveys the belief that diversity makes us stronger together and enriches our lives. Only together can we be strong enough to make a difference and say no to racism and homophobia while advocating diversity, tolerance and solidarity. Social media means messages can be shared directly with your audiences.

Whether or not your organisation is a Diversity Charter signatory, now is the time to show your support and commitment to diversity and make your voice heard.

Let's trend #EUDiversityMonth on social media!

This toolkit gives you ideas on how to promote EU Diversity Month, and your activities related to it, on social media. It also includes various visual elements and messages you can download and use on your own platforms, in your language.

Find a downloadable version of all these elements on [our website](#).

If you are still looking for ideas on what activities you could organise during the EU Diversity Month, have a look at our Guide to inspire celebrating [EU Diversity Month](#).

How and when to communicate about #EUDiversityMonth

#EUDiversityMonth will take place throughout May 2021. You can start messaging today and continue until the end of May.

Check with your national Diversity Charter whether it is planning to organise national Diversity Day/Week in your country and how you could join in.

Use your organisation's social media channels to communicate – you can find the specific social media recommendations under the 'Social media communication' section below. Mention your participation in both European Diversity Month and in your national Diversity Day/Week.



When publishing your tweets, Facebook and LinkedIn posts, tag the social media accounts of the European Commission, Commissioner Helena Dalli and DG Justice and Consumers as well as your national Diversity Charter's accounts using the tags listed at the end of this toolkit – see Annex I.

VISUALS

How to attract more attention to diversity and your activities

We encourage you to illustrate your communications on European Diversity Month and any related activities with the official visuals created for this purpose. [They are available for download in all EU languages.](#)

- ⚙️ Do not translate the words on the official visual: it is easy to download in all EU languages.
- ⚙️ When using the visual, leave some space from other elements surrounding it.
- ⚙️ If resizing the visual, make sure the ratio of the image remains the same.
- ⚙️ Do not change the colours of the visual.
- ⚙️ When using the visuals together with your own logo and text, use the [Myriad Pro](#) font for a professional look.



United in Diversity



Email signatures

Match your email signatures to European Diversity Month.



Name Surname
Title

ORGANISATION LOGO

Organisation Name
Address

+ Phone
[Email](#)

Your website, newsletter and other platforms

You can create news, animate your banners and communicate by using the campaign's common visuals. The following resources are available for you to use on your website, newsletter and other platforms:



SOCIAL MEDIA VISUALS

[Download the visual here.](#)





“ Let’s all take a bolder stand for diversity and act about it. Let’s show our commitment to equality and this May 2021 celebrate the European Diversity Month together. With more diverse workplaces, we will create a fairer and more equal Europe for all. ”

Helena Dalli
Commissioner for Equality



**EU
DIVERSITY
MONTH**
United in Diversity

“ Quote ”



Name
Title



**EU
DIVERSITY
MONTH**
United in Diversity

[Download the visual here.](#)






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“ Quote ”

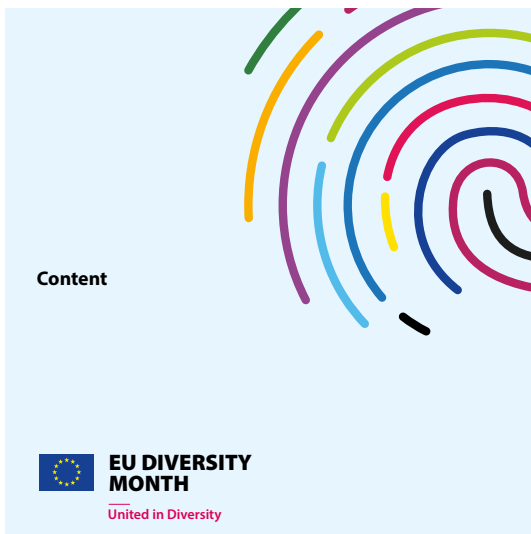
Name
Title





**EU
DIVERSITY
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United in Diversity


[Download the visual here.](#)







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Helena Dalli
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EU DIVERSITY MONTH
United in Diversity



“ Quote ”

Name
Title



EU DIVERSITY MONTH
United in Diversity

SOCIAL MEDIA COMMUNICATION

Social media networks, such as Twitter, LinkedIn, Facebook, Instagram, etc., are privileged to maximise impactful communication. On social media platforms, you can announce your commitment, your planned actions and mobilise people around your events. In a second stage, these platforms will enable you to provide coverage of the day itself (as a post event).

Always use the hashtag **#EUDiversityMonth**, although you can also use the hashtags **#UnitedInDiversity**, **#DiversityCharters** and **#UnionOfEquality**

Twitter

When publishing your tweets, tag the European Commission's Twitter account, Commissioner Helena Dalli's Twitter account, DG Justice and Consumers (DG JUST) Twitter account and your national Diversity Charter's Twitter accounts directly in your message, as visualised under social media posts and tagging accounts on the #EUDiversityMonth visuals. See Annex I - 'Accounts to tag' with links to each of the Twitter accounts.

Facebook

When publishing on Facebook, tag the European Commission and DG JUST Facebook page - EU Justice and Consumers, in your messages and on the #EUDiversityMonth visuals. See Annex I - 'Accounts to tag' with links to each of the Facebook pages.

LinkedIn

While publishing on LinkedIn, in your posts you can tag the European Commission's LinkedIn page, in your messages and on the #EUDiversityMonth visuals. See Annex I - 'Accounts to tag' with links to each of the LinkedIn pages.

Photo frames on social media

Show your support to #EUDiversityMonth and use one of the two different versions of photo frames for Facebook and LinkedIn, on your personal profile picture and/or your company logo.



Facebook

The photo frames on Facebook will be available as of 1 May 2021 until 31 May 2021.

Steps to upload one of the frames on your **personal profile** are as follows:

1. Go on your personal Facebook profile
1. Click on the 'Photo camera' icon at the right bottom corner of your profile picture 📷
2. Go to 'Add Frame' option
3. Search for frame typing in the search box: EU Diversity Month
4. Choose one between two available designs
5. Click on 'Use as Profile Picture' at the bottom right corner
6. Well done! Thank you for showing your support to #EUDiversityMonth!

To upload it on your **company's profile**, follow the subsequent steps:

The editable photo frames that you can find below enables you to upload your company's logo by dragging and dropping it into the frame. After choosing one from the two versions and converting it into the .Portable Graphics Format (.PNG format) you can update it accordingly on your company's Facebook page.

Download the PowerPoint presentation (PPT) with social media photo frames [here](#) and the guidelines on how to convert your PPT pictures to .PNG format [here](#).

LinkedIn

The editable photo frames that you can find below enables you to upload your personal profile picture or your company's logo by dragging and dropping it into the frame. After choosing one from the two versions and converting it into the .PNG format you can update it accordingly on your personal LinkedIn profile or your company's LinkedIn page.

Download the PPT with social media photo frames [here](#) and the guidelines on how to convert your PPT pictures to .PNG format [here](#).

SOCIAL MEDIA POSTS

The social media posts below are provided as a source of inspiration for your own social media communication around European Diversity Month. Below you will find social media messages and the editable versions to download [here](#).

Twitter post – general

Let's commit to diversity in May 2021!

During  #EUDiversityMonth we will:

- ✓ make our efforts for more diversity visible,
- ✓ promote diversity & inclusion in our workplaces & in society,
- ✓ stand for diversity & act for change!

Join us  <http://bit.ly/3rqUGqZ>

#UnitedInDiversity



 Everyone can reply



Tweet

Twitter post – specific

Let's celebrate #EUDiversityMonth in May 2021!

We invite all organisations in Poland 🇵🇱 to promote diversity in the workplace & take a stand for an inclusive society across the 🇪🇺

Get involved & make a difference 🙌

<http://bit.ly/3rqUGqZ>

#UnitedInDiversity



🌐 Everyone can reply



1



Tweet

Facebook post (Version 1)

⚡ It is time to act and take a stand for diversity!

📅 Let's celebrate #EUDiversityMonth together in May 2021.

Show your commitment by promoting diversity and inclusion in your workplace and communities across Europe.

Act now and be part of a significant moment for diversity →

<http://bit.ly/3rqUGqZ>

#UnitedInDiversity 😊



Add to your post




Post

Facebook post (Version 2 with tagging accounts in the message – find links in the ANNEX I)

⚡ It is time to act and take a stand for diversity!

📅 Let's celebrate #EUDiversityMonth together in May 2021.

Join the @European Commission and @EU Justice and Consumers by promoting diversity and inclusion in our workplaces and communities across Europe.

Act now and be part of a significant moment for diversity 
<http://bit.ly/3rqUGqZ>

#UnitedInDiversity#DiversityCharters 



Add to your post



Post

LinkedIn post – general (Version 1)

It is time to act and take a stand for diversity!

Are you ready for the challenge? **#EUDiversityMonth** during May 2021 is a unique opportunity to make a commitment to diversity!

Participate in actions to show the value of diversity and inclusion & the benefits to your organisation.

Let's all commit to diversity and inclusion in our workplaces and communities across Europe.

Act now and be part of a significant moment for diversity →
<http://bit.ly/3rqUGqZ>

#UnitedInDiversity #diversitycharters



Add hashtag # diversity # inclusion # diversityandinclusion >

+    |  Anyone

Post

LinkedIn post – general (Version 2 with tagging in the message – find links in the ANNEX I)

It's time to act and take a stand for diversity!

Are you ready for the challenge? **#EUDiversityMonth** during May 2021 is a unique opportunity to make a commitment to diversity!

Join the **@European Commission** in raising awareness of how diversity and inclusion benefit your organisation.

Let's all commit to diversity and inclusion in our workplaces and communities across Europe.

Act now and be part of a significant moment for diversity → <http://bit.ly/3rqUGqZ>

#UnitedInDiversity #diversitycharters



Add hashtag # diversity # inclusion # diversityandinclusion >

+    |  Anyone

Post

LinkedIn post – specific

Let's celebrate #EUDiversityMonth together during May 2021!

How can you help to promote diversity in your organisation?

- ✓ raise awareness of its benefits in your workplace and community,
- ✓ take a stand for diversity and equality by setting an example,
- ✓ create inclusive workplaces based on fairness, openness and trust.

We invite all organisations in Poland PL, whether or not you have signed a Diversity Charter, to take a stand for diversity and act on it.

Join us & make a difference 🖱️ <http://bit.ly/3rqUGqZ>

#UnitedInDiversity #DiversityCharters



Add hashtag # diversity # inclusion # diversityandinclusion >

+ 🖼️ 🎥 📄 | 🗨️ Anyone

Post

EXAMPLES OF COMMUNICATION

Internal communication





- When preparing for the event and on the actual day, email all employees informing them of your organisation's commitment to diversity and its values, the benefits of a diverse workforce and why it is important to your organisation.
- Prepare (virtual) flyers and posters to enhance the visibility of both the event and diversity.





External communication





- Inform your clients and partners of your commitment to diversity and about the event(s) you will be organising in your organisation's newsletter.
- Use your Diversity Charter's network to connect to other organisations.
- Use the prepared visual files and add your organisation's logo.
- Post statements and visuals on why diversity is important to your organisation.
- Use the common hashtags for all social media communications.





ANNEX 1 – ACCOUNTS TO TAG

When publishing your tweets, Facebook and LinkedIn posts, tag the European Commission social media accounts as well as your national Diversity Charter’s accounts using the tags in the table below:

RELEVANT EUROPEAN COMMISSION’S SOCIAL MEDIA ACCOUNTS				
Name of organization, person, or country / Social media channel				
European Commission	@European Commission	European Commission	European Commission	European Commission
Commissioner for Equality Helena Dalli	@helenadalli			Helena Dalli
Directorate-General for Justice and Consumers	@EU_Justice	EU Justice and Consumers		
DIVERSITY CHARTERS’ SOCIAL MEDIA ACCOUNTS				
Austria	-	-	-	-
Belgium	@ActirisBrussels	@Actiris	@Actiris	
Bulgaria	@BBLF1	Bulgarian Diversity Charter	Bulgarian Business Leaders Forum (BBLF)	

Name of organization, person, or country / Social media channel				
DIVERSITY CHARTERS' SOCIAL MEDIA ACCOUNTS				
Cyprus	-	@CSI.CYPRUS	Center for Social Innovation Cyprus - CSICY	Center for Social Innovation
Czechia	@OdpovedneFirmy	@byznysprospolecnost	Business for Society	-
Croatia	@HrBcsd	@HrPsor	HR PSOR HR BCSD	-
Denmark	-	@mangfoldighed.odense	Mangfoldighedscharter Odense	-
Estonia	@EIK_anneta	@humanrightscentre	-	Eesti Inimõiguste Keskus
Finland	@FIBSry	@fibscnetwork	FIBS	-
France	@CharteDiversite	Charte de la diversité	Charte de la diversité	-
Germany	@ChartaVielfalt	@chartadervielfalt	Charta der Vielfalt e.V.	Charta der Vielfalt e.V.
Greece	-	@diversitycharter	Diversity Charter Greece	-

Name of organization, person, or country / Social media channel				
DIVERSITY CHARTERS' SOCIAL MEDIA ACCOUNTS				
Hungary	-	@sokszinusegikarta-magyarorszag	-	-
Ireland	@maria_hegarty	Equality Strategies Ltd	Equality Strategies Ltd	-
Italy	@FondSodalitas	@fondazionesodalitas	Fondazione Sodalitas	-
Latvia	-	@ThinkDiversity	-	-
Lithuania	-	@DiversityLT	-	-
Luxembourg	@imslux	IMS Luxembourg	IMS Luxembourg	
Netherlands	@CharterDiv	-	Charter Diversiteit	-
Poland	@FOB_Poland	@ZarzadzanieRoznorodnoscia	Forum Odpowiedzialnego Biznesu	@fob_poland
Portugal	-	@CartaDiversidade	Carta Portuguesa para a Diversidade	

Name of organization, person, or country / Social media channel				
DIVERSITY CHARTERS' SOCIAL MEDIA ACCOUNTS				
Romania	-	@CartaDiversitatii	Carta Diversitatii din Romania	
Slovakia	@Pontis_Slovakia	@nadaciapontis	Nadácia Pontis/ Pontis Foundation	nadaciapontis
Slovenia	@LRSBarbara	@listinaraznolikostiSlovenija	Listina raznolikosti Slovenija	-
Spain	@Fund_Diversidad	@FundacionparalaDiversidad	Fundación para la Diversidad	fund_diversidad
Sweden	@DC_Sweden	@DiversityCharterInSweden	Diversity Charter Sweden	

