



KANOPI STUDIOS

Inclusive Content Strategy

UCSF | Summer Series 2020

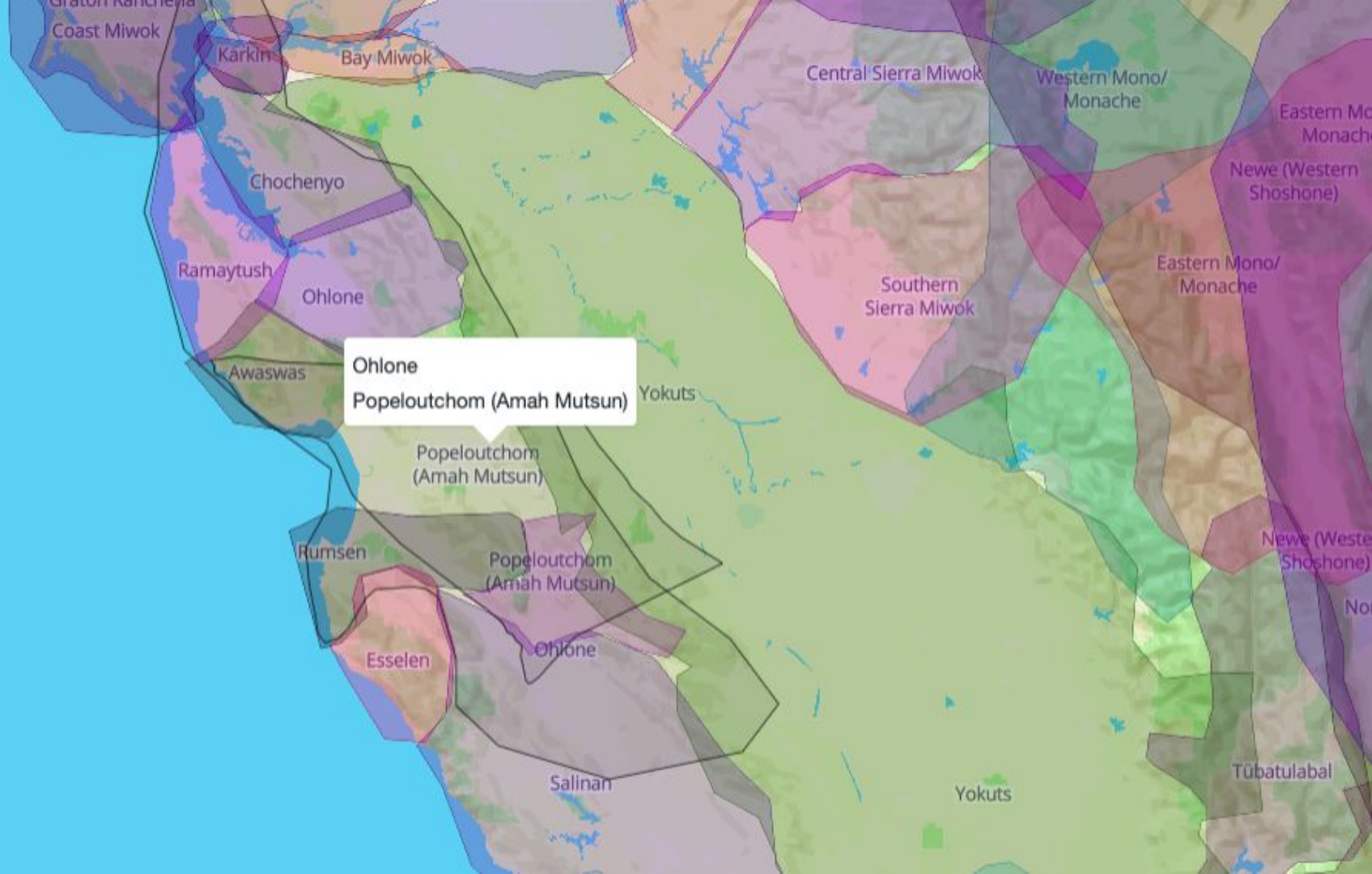


“We are at a time in our country's history that inclusive language is better than exclusive language.”

Barack Obama

President of the United States
of America





Ohlone
Popeloutchom (Amah Mutsun)



AmyJune Hineline (she/her)

Community Ambassador

- Co-Organizer of AllYTalks
- Core Mentor for Drupal Contributions
- Help organize Open Source camps nationwide
- Member of the CWG Community Health team
- Inclusion advocate

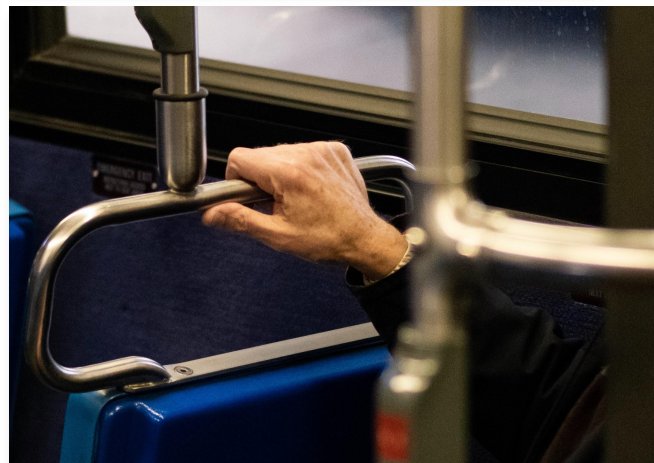
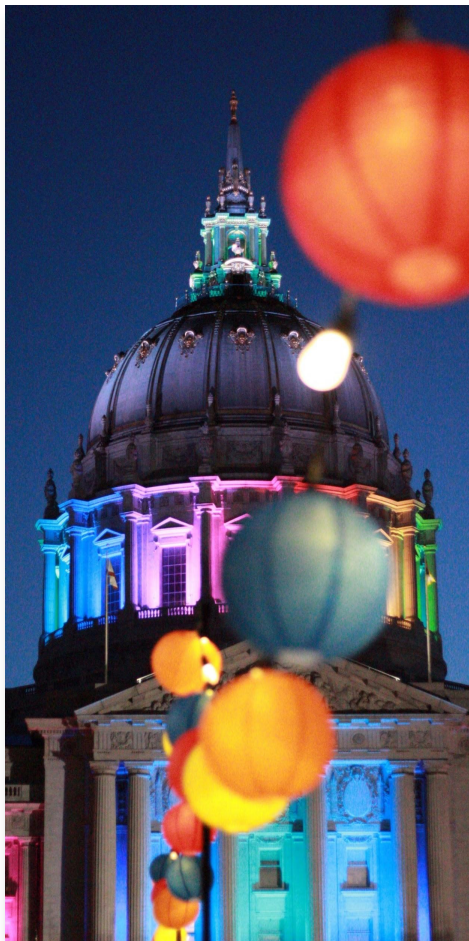


**Open-Source Community
Ambassador**

@volkswagenchick
amyjune@kanopi.com



What is Inclusion?





Diversity vs Inclusion.

Diversity: Refers to the vast array of human differences.

Inclusion: Refers to the intent of individuals or systems to actively include and support this vast array of differences





“Diversity is being invited to the party. Inclusion is being asked to dance.”

Verna Meyers

Public Speaker





Meaningful Content



Assumptions

- Physical abilities
- Neurodiversity
- Families
- Socio-economics





More assumptions

- Gender identity
- Sexuality
- Pronouns



Inclusive Language



Inclusive Language

WE WELCOME

ALL RACES AND ETHNICITIES
ALL RELIGIONS
ALL COUNTRIES OF ORIGIN
ALL GENDER IDENTITIES
ALL SEXUAL ORIENTATIONS
ALL ABILITIES AND DISABILITIES
ALL SPOKEN LANGUAGES
ALL AGES
EVERYONE.

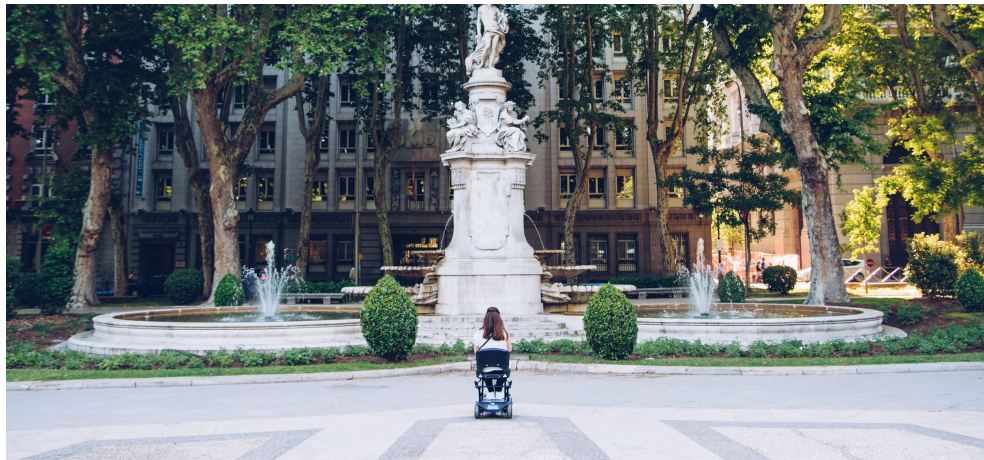
**WE STAND HERE WITH YOU
YOU ARE SAFE HERE**

* Content adapted from the original "We Welcome" sign created by IPBC members Lisa Mangum and Jason Lovick.





Ableist Language



Use people-first language

- Use “people with disabilities” instead of “the disabled”



Avoid negative or demeaning language



- Lame
- Crazy
- Insane
- Manic
- Psycho
- Retarded
- OCD
- Spaz
- Blind to
- Deaf to

I Gendered Language



Use gender neutral terms

- Nouns
- Titles and names
- Pronouns



Gendered words and their alternatives



- Man the booth => Work the booth
- Man Hours => Work hours
- Freshman => First year student
- Stewardess, Steward => Flight attendant
- Man-made => artificial
- Mother / Father => Parents
- Waiter, Waitress => Server
- Sissy => Coward
- Forefathers => Ancestors
- Mr. and Mrs. => Mx.

Racial Undertones



Unintentional slurs

- Color symbolism
- Cultural racism



Avoid negative or demeaning language



- Peanut Gallery
- Indian giver
- Tipping point
- White trash
- Gypped
- Ghetto
- Whitelist/Blacklist
- Tipping point
- Grandfathered clause
- Long time, no see
- Master/Slave
- Paddy wagon
- Fuzzy-wuzzy



Privilege



- Level of Education
- Socio-Economics
- English as a second language
 - Situational privilege



Shifting The Paradigm





Copy

Student Admission Pages



Do your pages represent your school:

- Stereotype Threat
- Tokenism
- Token imagery



Hiring Practices

Job descriptions and postings

- Avoid gendered language
 - Rockstar, Hacker, Ninja
- Avoid jargon, slang, pop-culture
- Include perks that attract diverse candidates
- Avoid culture fit

Follow your EEO (Equal Employment Opportunity) statements



Code Bases and Archives

```
_={};function F(e){var t=_[e]={};return b.ea  
t[1])===!1&&e.stopOnFalse){r=!1;break}n=!1,u&  
?o=u.length:r&&(s=t,c(r))}return this},remove  
nction(){return u=[],this},disable:function()  
re:function(){return p.fireWith(this,argument  
ending",r={state:function(){return n},always:  
romise)?e.promise().done(n.resolve).fail(n.re  
dd(function(){n=s},t[1^e][2].disable,t[2][2].  
=0,n=h.call(arguments),r=n.length,i=1!==r||e&  
(r),l=Array(r);r>t;t++)n[t]&&b.isFunction(n[t  
/><table></table><a href='/a'>a</a><input typ
```

Strip codebases of harmful language:

- Whitelist/Blacklist
- Master
- Pronouns

Digital Blackface

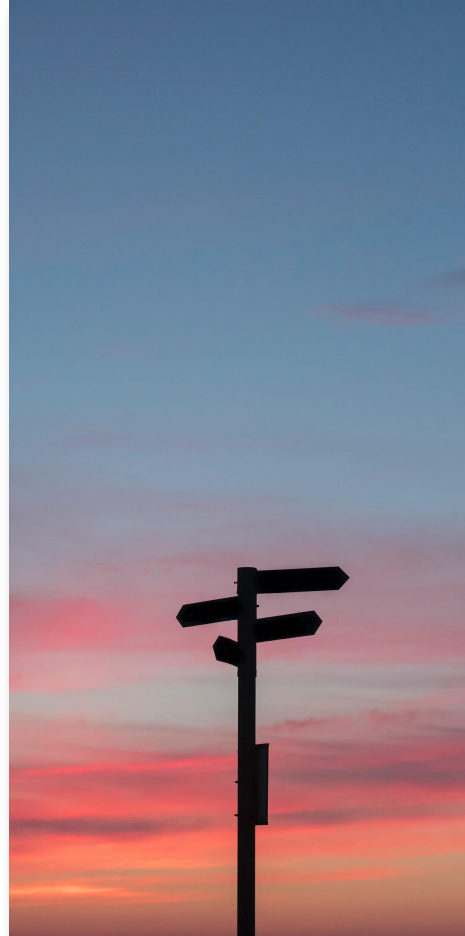


Digital Blackface reinforces racism.

- GIFS
- Memes



Now What?



The first step is sometimes the hardest...

**“Begin...
the rest
is easy.”**



**Fortune Cookie,
circa 2003**



Set a Good Example

Make your presentations, venues, and copy inclusive and accessible.

Use tools to check your content

- Accessibility
- Readability
- Gendered language

Share Pronouns

- Profiles
- Email signatures



“Call out” Culture

Calling out

- Shaming
- Oppressive

Calling in

- Informative
- Productive



Education and Training



Our content editors are valuable.

- Training
- Tools
- Resources

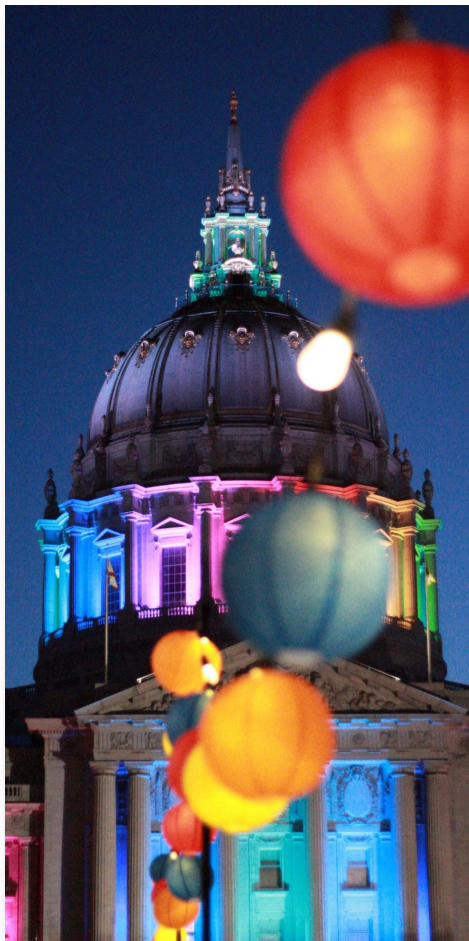
Tools

These check for not only grammar, but reading levels, clarity, passive voice, inclusive language.

- [Hemmingway](#)
- [Grammarly](#)
- [Textio](#)
- [Gender Decoder for Job Ads](#)
- [Alex](#)
- [Readable](#)



What is Inclusion?



A photograph of three young women from behind, hugging each other in a field of red flowers. The woman on the left has long dark hair and wears a light blue button-down shirt with a bow at the waist and jeans. The woman in the middle has long dark hair and wears a light blue knit top and jeans. The woman on the right has short brown hair and wears a red and white striped t-shirt and jeans. The background is a field of red flowers, possibly ranunculus, with a green field and trees in the distance. The image is overlaid with a dark teal semi-transparent rectangle containing white text.

Be Nice!!

Be thoughtful. It's unlikely you'd be called out for being too considerate



KANOPI STUDIOS

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Thank you!
—

Reach out anytime.
amyjune@kanopi.com
[@volkswagenchick](https://www.instagram.com/volkswagenchick)





Questions?