KANOPI STUDIOS

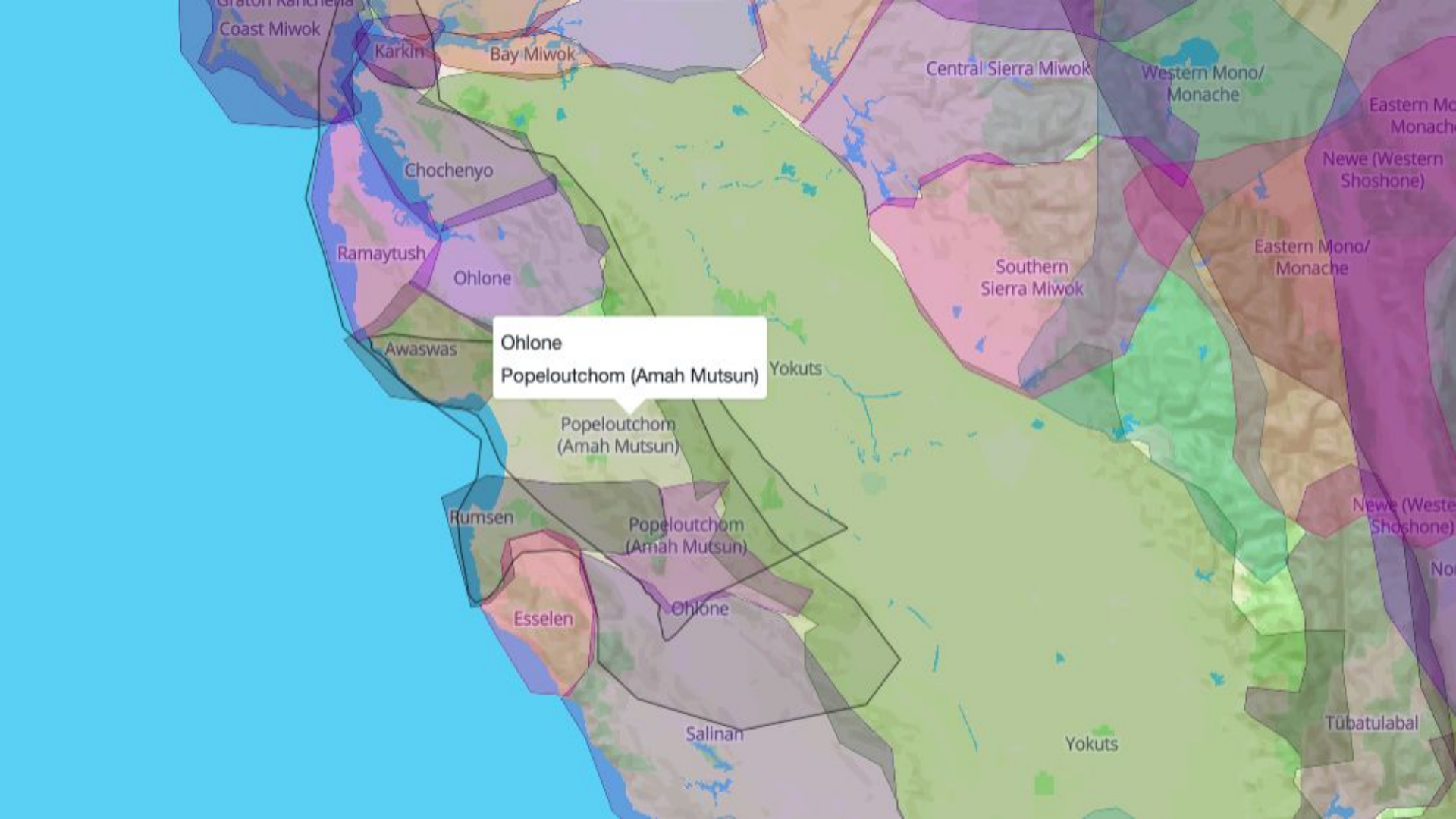
# Inclusive Content Strategy

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


Coast Miwok
Karkin
Bay Miwok
Central Sierra Miwok
Western Mono/
Monache
Chochenyo
Ramaytush
Ohlone
Southern
Sierra Miwok
Eastern Mono/
Monache
Newe (Western
Shoshone)
Ohlone
Popeloutchom (Amah Mutsun)
Awaswas
Yokuts
Popeloutchom
(Amah Mutsun)
Rumsen
Popeloutchom
(Amah Mutsun)
Esselen
Ohlone
Salinan
Yokuts
Tübatulabal

Kanopi Studios

# AmyJune Hineline (she/her)

Community Ambassador

- Co-Organizer of A11yTalks
- 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
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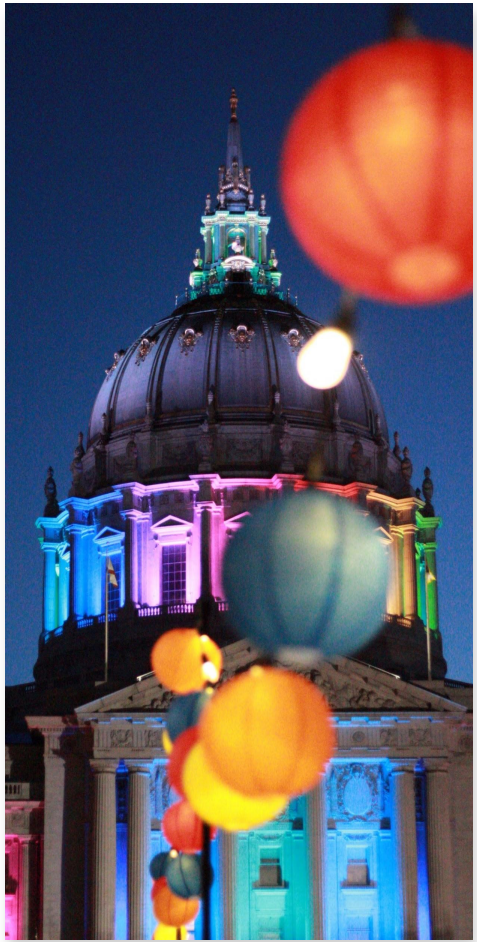
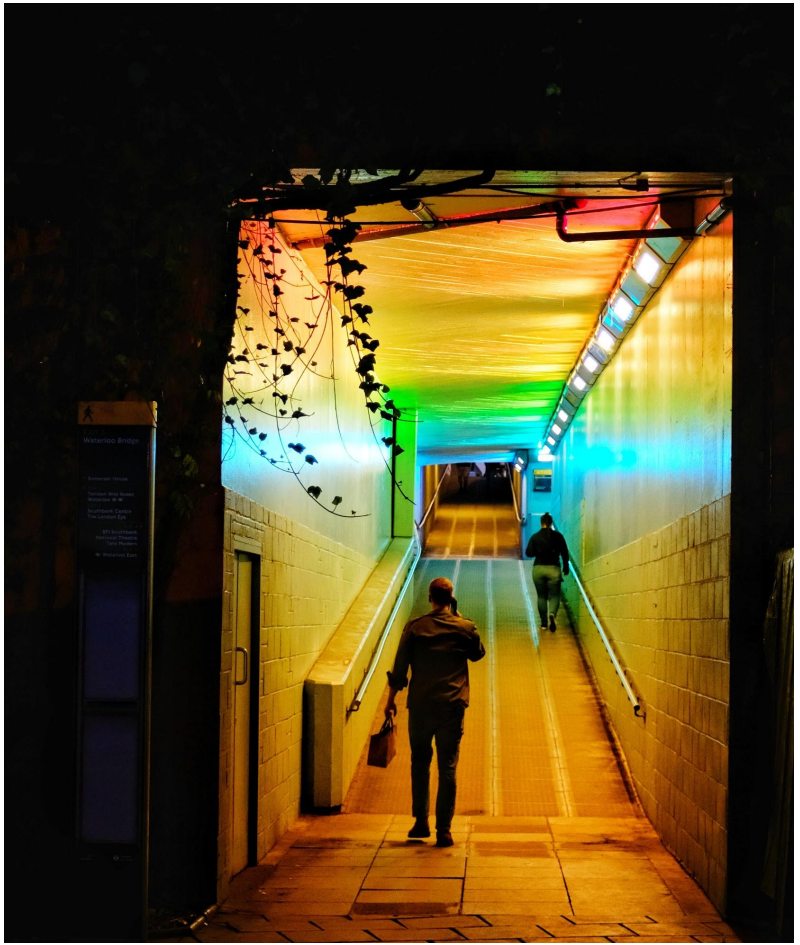
# What is Inclusion?



# 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

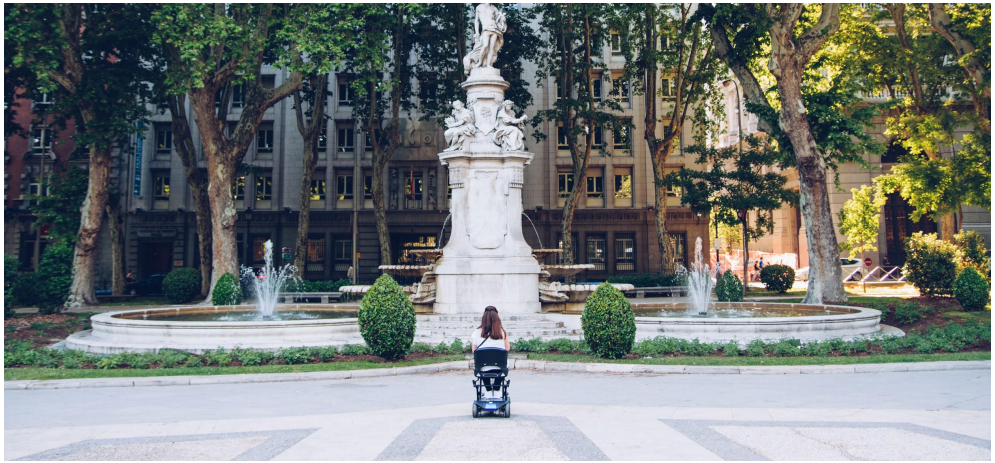
# More assumptions

- Gender identity
- Sexuality
- Pronouns

# Inclusive Language

# Inclusive Language

# 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

# 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

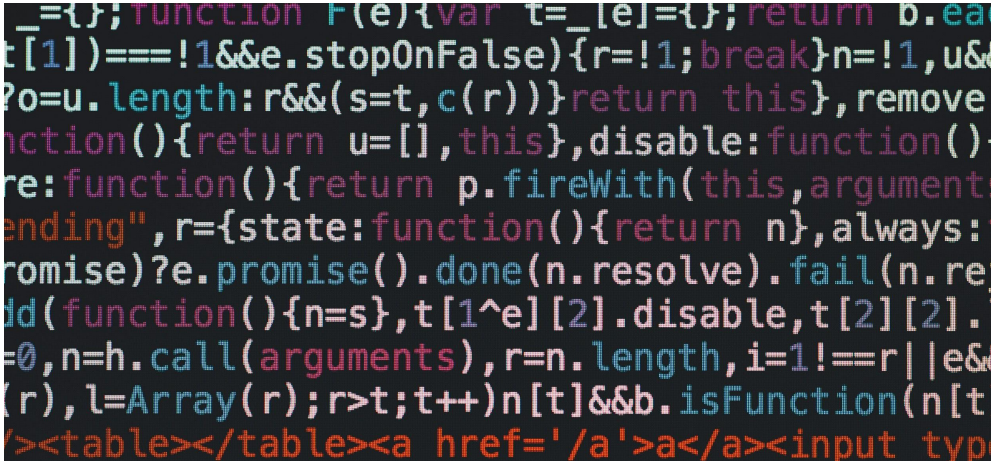
# Hiring Practices

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




Strip codebases of harmful language:

- Whitelist/Blacklist
- Master
- Pronouns

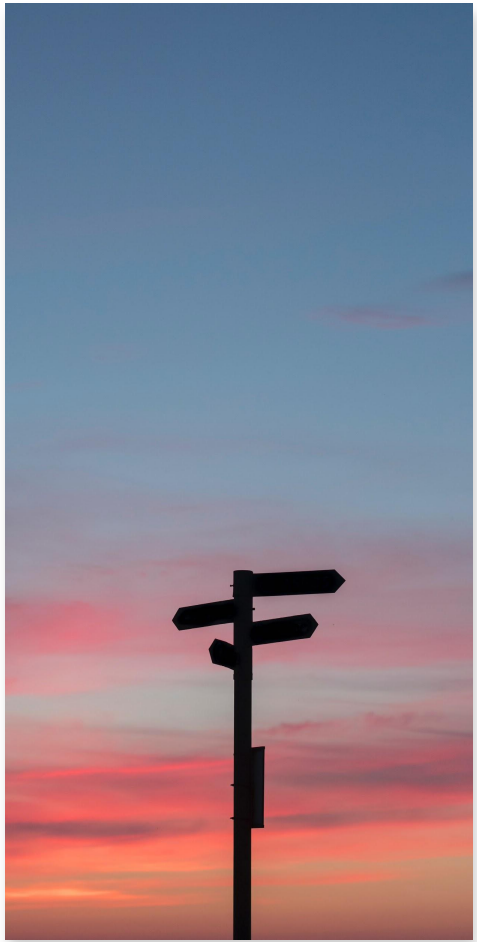
# Digital Blackface

Digital Blackface reinforces racism.

- GIFS
- Memes

# Now What?

James Branch Cabell
EXIT



CHANGE

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.

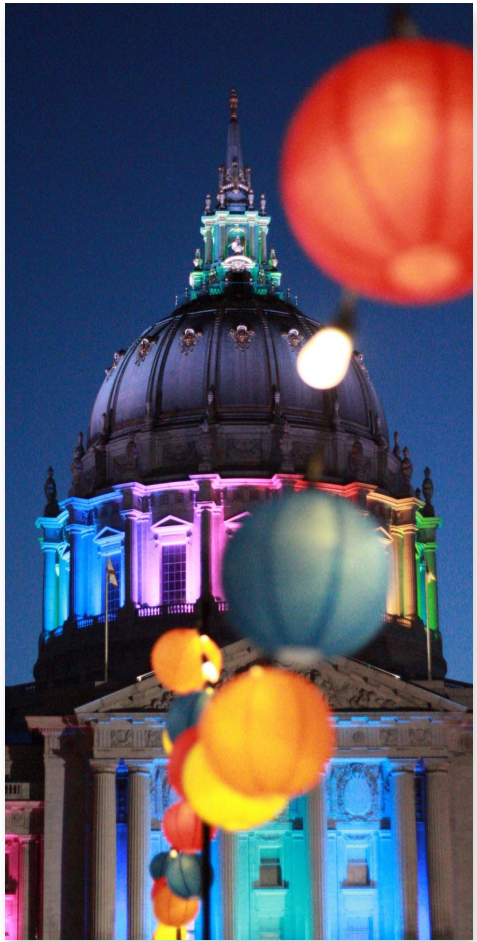
- Training
- Tools
- Resources

# 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?



# Be Nice!!

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

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# Thank you!

Reach out anytime.
amyjune@kanopi.com
@volkswagenchick

# Questions?