



# 2021 CONTENT PLANNING WORKSHEET: DIVERSITY, INCLUSION, AND BELONGING

Prove that your company values Diversity, Inclusion, and Belonging (DIB) by uncovering and amplifying a variety of employee voices from throughout your company. This tool will help you think through your DIB content needs so you can communicate your progress to candidates and employees on a consistent basis.

**NAME:**

**PROJECT:**

**STAKEHOLDERS:**

## CONTENT CATEGORIES

## CONTENT NEEDS

### UNIVERSAL CULTURE CONTENT


BLOG POSTS      VIDEO – THEMED      VIDEO – EMPLOYEE SHORT      VIDEO – AD


### COMPILATION CONTENT (UNDERREPRESENTED GROUPS)



### STANDALONE STORIES



## MORE ABOUT CONTENT TYPES...

- BLOG POSTS:** A 750-word article telling stories of one to three storytellers around a specific topic.
- VIDEO - THEMED:** A 2-3 minute video featuring multiple storytellers sharing stories that illustrate a specific theme.
- VIDEO - EMPLOYEE SHORT:** A 60-second video featuring one storyteller telling an impactful story, with both personal and professional elements.
- VIDEO - SOCIAL OR AD:** A 15-30 second video that captures attention and drives awareness.

To see real examples of diversity, inclusion and belonging content, visit: [storiesincorporated.com/diversity-and-inclusion/](https://storiesincorporated.com/diversity-and-inclusion/)



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<b>NAME:</b>	Your Name
<b>PROJECT:</b>	DEI Launch
<b>STAKEHOLDERS:</b>	D&I Leader
	EB Leader

## CONTENT CATEGORIES

## CONTENT NEEDS

### UNIVERSAL CULTURE CONTENT

	BLOG POSTS	VIDEO	THEMED VIDEO - EMPLOYEE SHORT	VIDEO - SOCIAL
Our DEI Journey	3	2	1	1
Employee Resources Groups		1		
How Leadership Values DEI at the Company	2	1		
A Culture of Inclusion	3	1		
DEI: Reflecting the Diversity of our Customer Base		1		1

### COMPILATION CONTENT (UNDERREPRESENTED GROUPS)

Introducing ERGs	1	1		
Women in Technology / Leadership	2	1	5	5
Celebrating Neurodiversity	2	1	5	
Racial Justice at Work	4	1	5	
LGBTQ+ / Pride at Work	3	1	5	
Programs to Support Veterans Employees	2	1	1	1

### STANDALONE STORIES

How I'm Supported: A Seat at the Table	4	2	4	
How I'm Supported: Professional Development	4	2	4	
How I'm Supported: Accommodating my Disability	4	2	4	
How I Can Be Myself at Work	4	2	4	

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**VIDEO - SOCIAL OR AD:** A 15-30 second video that captures attention on social channels.

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**Need Help? Contact us for project guidance and price estimates.**

## 2021 CONTENT PLANNING GUIDE DIVERSITY, INCLUSION, AND BELONGING CONTENT TYPE EXAMPLES

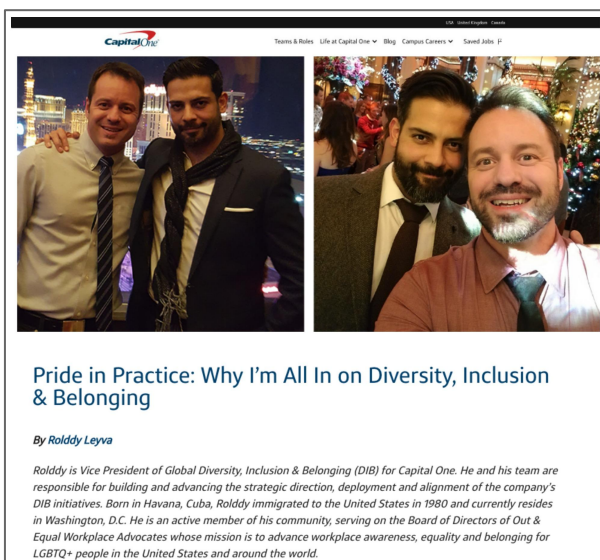
### VIDEO – THEME

A 1–2-minute video featuring multiple storytellers sharing stories around a specific DEI theme or message.



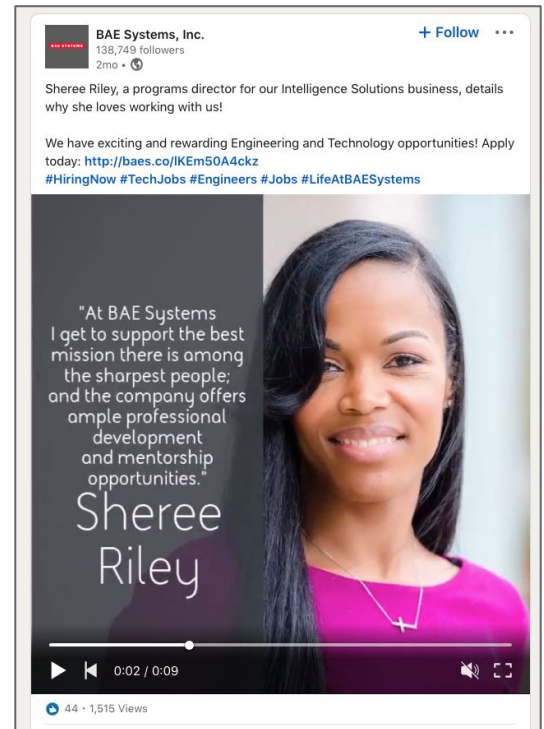
### BLOG POST

A 750-word article telling stories of one to three storytellers around a topic of inclusion.



### VIDEO – AD

A 15-second teaser to capture attention on social and drive candidates to explore longer DEI content.



### VIDEO – EMPLOYEE SHORT

A 30–60-second video featuring one storyteller telling one story that communicates inclusivity and packs a punch.

