Celebrate Diversity with Inclusive Language

How Acrolinx makes inclusive language accessible to global organizations

acrolinx

What's the big deal?

We're all worthy of feeling, safe, included, and valued. Which is why inclusive language is now a core part of business communication. Whether you're looking for a way to create a company-wide holistic approach to a diversity, equity, and inclusion initiative, or speak to a broader target audience, **inclusivity is a human right that benefits everyone**. For example, we could gain $12tn in additional GDP if the gender gap in all industries is narrowed by 2025.[1]

Especially in times of crisis, **diversity and inclusion are critical for business resilience**. While it's an on-trend topic and many organizations are making inclusivity a top priority, the statistics say we've got serious work to do to make real progress.

- A FullStack developer survey says that **91.1%** of programmers and developers are white males of European descent. [2]
- Under-represented communities in the UK make up **1 in 7 people**, and have **£300 billion in purchasing power**, yet are underrepresented in nearly all forms of marketing. [3]
- **45%** (10.6 million) of Australians were either born overseas, or have a parent who was, and speak additional languages to English. [4]
- **22% of LGBQTI** Americans **haven't been paid or promoted at the same rate** as their colleagues. [5]
- There's a **potential revenue of $2bn** if financial inclusion efforts broaden services for black Americans. [6]
- During the COVID-19 pandemic, **women's jobs were 1.8 times more vulnerable than men's jobs**. According to McKinsey, women make up 39 percent of global employment, but made up 54 percent of overall job losses. [7]

What's Inclusive Language?

Inclusive language demonstrates awareness of the vast diversity of people in the world. Using inclusive language offers **respect**, **safety**, and **belonging** to all people, regardless of their personal characteristics.

Inclusive language is more than just avoiding offensive words. It's also about **aligning intention with impact**. Do you know the history, connotation, and effect of your words? And do they align with your brand, values, and readers?

The Quick Checklist

Inclusive language is:

- Gender-neutral
- Avoids offensive language
- Avoids generalizations and stereotypes
- Historically aware
- Easy to understand/ accessible
- Positive & respectful

And you need to understand your audience's:

- Accessibility barriers
- Learning preferences
- Literacy levels and additional languages
- Existing knowledge on the topic you're covering
- Culture

Acrolinx and Inclusive Language

Acrolinx is here to support the learning process and the inevitability of making mistakes while learning to communicate inclusively. The Acrolinx inclusive language guidelines objectively **help writers make active decisions** about the **language they use in their content**.

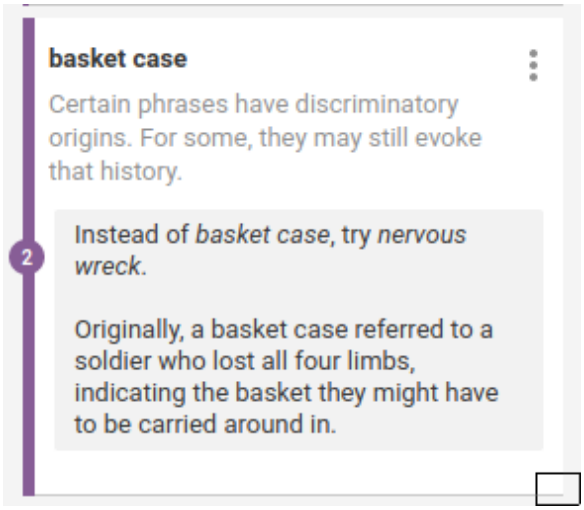
At the moment, inclusive language lives in the Acrolinx Sidebar. When Acrolinx checks your content for inclusive language, it will highlight **10 different types of potentially non-inclusive language**. Depending on the goal you have for your content, you can start with guidelines for one type of inclusive language, or opt for the complete set of guidelines.

The different types of inclusive language are:

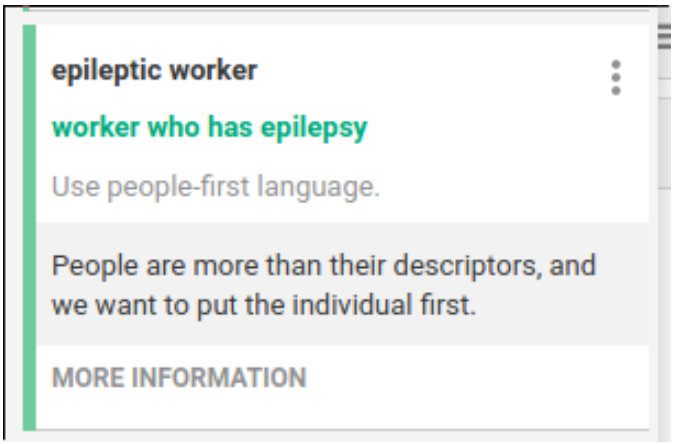
- Proper acknowledgment of people & cultures
- Intentional language
- People-first language
- Respectful language
- History-conscious language
- Accessible language
- Diverse and accurate representation
- Non-stereotypical language
- Gender neutral language

Here are some **examples** of what the inclusive language feedback looks like in the **Sidebar cards**.

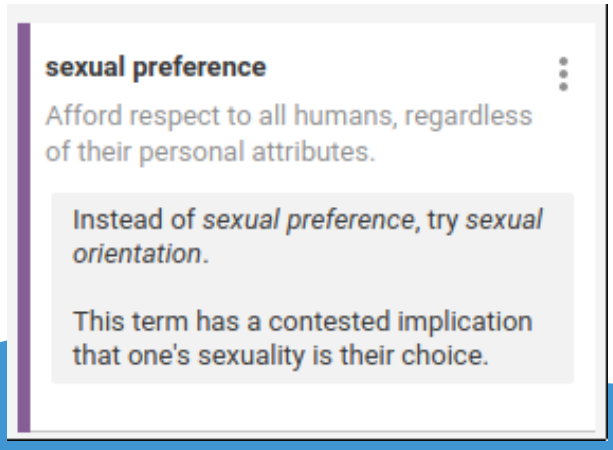
History-conscious language



People-first language



Respectful language



New Year = New Capabilities for Inclusive Language

Our inclusive language feature doesn't use AI, and is **developed by a diverse team at Acrolinx**. In the near future, we have a release that showcases even more advanced capabilities in the field of inclusive language. **So stay tuned!**

When **47% of millennials actively look for diversity and inclusion** [8] when choosing an employer, there's never been a better time to begin!

If you're interested in getting started with inclusive language with Acrolinx, please contact **support@acrolinx.com**.

It's worth mentioning that while customers love reading your values, they also love seeing companies put them into action. Which is why we're big **advocates for inclusive language as part of a greater DEI initiative in every organization**.

www.acrolinx.com

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