



# Inclusive Language for HR

A guide to respectful first impressions and  
inclusive language in the workplace

## First impressions are lasting impressions.

Your recruitment materials are most likely the first point of contact that an applicant has with your brand. So, who are you attracting? More importantly, who are you not attracting?



**42%**

of working women have faced at least one of 8 types of discrimination at work.<sup>1</sup>

**19%**

of self-identifying non-binary employees reported job loss as a result of their identities.<sup>2</sup>

**72%**

of minority identities believe their ethnicity negatively impacts their career progression.<sup>3</sup>

When 67% of job seekers<sup>4</sup> say they care about your diversity statistics, inclusive language can be the first step to demonstrating an awareness that your competitors could be neglecting. That awareness is one that confronts cognitive bias, and recognizes that talent isn't limited by skin color, ethnicity, age, gender, or religion.

**67%** of job seekers care about your diversity statistics

### Inclusive language and the role of HR

A recent report by the HR Research Institute<sup>5</sup> shows that HR is primarily responsible for company DEI (37%) initiatives. It also reports that one-third of surveyed organizations say they lack the training needed to increase DEI effectiveness.

That means that more than ever, HR departments need a cost effective, scalable solution to educate their employees on DEI. Why not start with inclusive language?

**Inclusive language makes sure your content speaks to every possible applicant, which has the potential to diversify your talent pool and even boost the economy.**

## ▼ RESOURCE

The [Acrolinx Inclusive Language Guide](#) is a great resource that goes into more details about the different aspects of inclusive language, that includes (but not limited to) **plain language**, **gender neutral language**, **history conscious language**, and **person-first/non ableist language**.



## ► Inclusive content across your entire enterprise

Acrolinx is an AI-powered platform that improves the quality and effectiveness of enterprise content. It assists some of the world's most valuable brands with meeting complex content challenges at immense scale — across writers, languages, and cultures.

Acrolinx helps scale the essential parts of your diversity and inclusion initiative — by providing **educational guidance** and **reporting** on the use of inclusive language in content. You might begin with inclusive language in HR, but Acrolinx is built to scale across marketing, product, support teams, and more!



### Beyond Training

Extend diversity and inclusivity goals beyond periodic training. Deliver immediate writer feedback on inclusive language.



### Job Postings

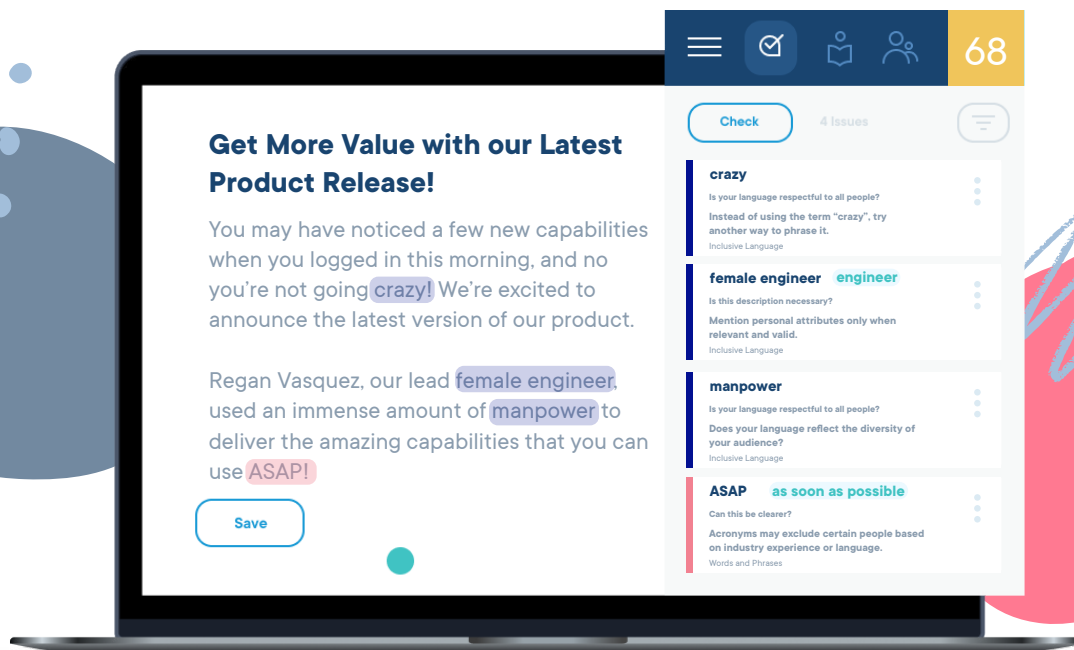
Engage with a wider audience by reducing non-inclusive language in job postings. Remove complex and gendered terms to attract a more diverse talent pool.



### Adoption Analytics

Provide insights into inclusive language usage, terminology problem areas, and content that requires immediate attention.





## The Acrolinx inclusive language feature:

- ✓ Integrates into your enterprise — across **all** content and departments (not just HR).
- ✓ Works no matter who's writing content.
- ✓ Explains why certain words aren't inclusive (educational).
- ✓ Doesn't automatically replace your language.
- ✓ Suggests replacements for non-inclusive terms.
- ✓ Covers varied aspects of inclusive language.
- ✓ Analyzes the emotional appeal of content.
- ✓ Tracks and measures your content's improvement over time with Acrolinx Analytics.

## Inclusive language — not just for HR!

Once you've recruited new talent with inclusive content, you might find that you need to review and update content in other places across the enterprise. Inclusive language isn't just for HR!

Regardless of whether that's employee facing policies or customer facing marketing or technical materials, inclusive language is just one small step your company can take to promote a more inclusive culture.

**Get started today!**

<sup>1</sup> [Pew Research Center](#)

<sup>2</sup> [Transgender Law Center](#)

<sup>3</sup> [The McGregor-Smith Review](#)

<sup>4</sup> [67% of job seekers](#)

<sup>5</sup> [HR Research Institute](#)

## ABOUT ACROLINX

Acrolinx is an AI-powered software platform that improves the quality and effectiveness of enterprise content. We help some of the world's most valuable brands meet complex content challenges at immense scale — across writers, languages, and cultures. Acrolinx delivers a unified content experience across all digital touchpoints, all while avoiding editorial bottlenecks, quality issues, budget overruns, and compliance risk.

Learn more at [acrolinx.com](https://acrolinx.com)

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