



#YouAreWhatYouSpeak

Social Media Toolkit



**blue
•yse**

#YouAreWhatYouSpeak



#YouAreWhatYouSpeak | Social Media Toolkit

HOW TO USE THIS TOOLKIT

Promote the campaign overall by copying the suggested text below and downloading the digital visuals for different social media pages.

Scroll through this toolkit to find suggested posts relevant to your organization and audience.

All messages are suggested — feel free to edit and adapt as desired. Please don't forget to include our hashtag #YouAreWhatYouSpeak and tag Blueyse.

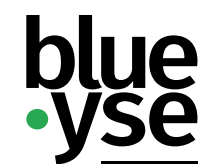
This campaign is EMBARGOED until 3 October. Please do not publish the campaign before the 3 October.

FOLLOW US ON SOCIAL MEDIA OR TAG US IN YOUR POST

Learn more about the campaign by checking:
www.blueyse.nl/youarewhatyouspeak/



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THIS TOOLKIT

“

#YouAreWhatYouSpeak

Blueyse believes in the strength of inclusion.

”

in support of

DIVERSITY WEEK

#YouAreWhatYouSpeak | Social Media Toolkit

SUMMARY

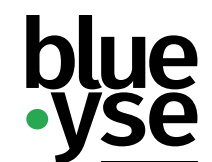
For the upcoming **National Diversity Day on 4 October** and **Diversity Week**, we have created a campaign that creates awareness on microaggressions. Worldwide, there is a noticeable presence of stigmas, stereotypes, and misunderstandings.

Our campaign called **#YouAreWhatYouSpeak** is created to start the conversation about biases, stereotypes, and microaggressions people still have considering marginalized groups.

Most people have good intentions, however, in some cases the way they communicate translates into an offense or a microaggression.



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[linkedin.com/company/blueyseinternational](https://www.linkedin.com/company/blueyseinternational)



SUGGESTED MESSAGING

#YouAreWhatYouSpeak | Social Media Toolkit

VERSION 1

It is Diversity Week so let's speak about microaggressions.

#YouAreWhatYouSpeak

Our society has already come a long way in raising awareness about different marginalized groups and the challenges that they are facing. However, there is still a noticeable presence of stigmas and stereotypes.

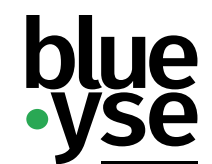
Most people do have good intentions, however in some cases the way they communicate translates into an offense or a microaggression. Microaggressions, also called everyday racism, are actions, remarks and events that (often unconsciously) discriminate against people from marginalized groups. Inclusive communication and representation matters. Our company (enter name) supports the efforts to create awareness around the things people might think or say to the marginalized groups. The campaign called **#YouAreWhatYouSpeak** is created to bring attention to various biases and stereotypes people may have.

Let us know which biases and stereotypes you have experienced in the comment section below.

Let's start the conversation!



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facebook.com/blueyse.international



SUGGESTED MESSAGING

#YouAreWhatYouSpeak | Social Media Toolkit

VERSION 2

It is Diversity Week so let's speak about microaggressions.

#YouAreWhatYouSpeak

Our society has already come a long way in raising awareness about different marginalized groups and the challenges that they are facing. However, there is still a noticeable presence of stigmas, stereotypes and misunderstandings.

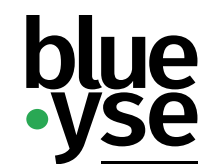
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Let us know which biases and stereotypes you have experienced in the comment section below.

Let's start the conversation!

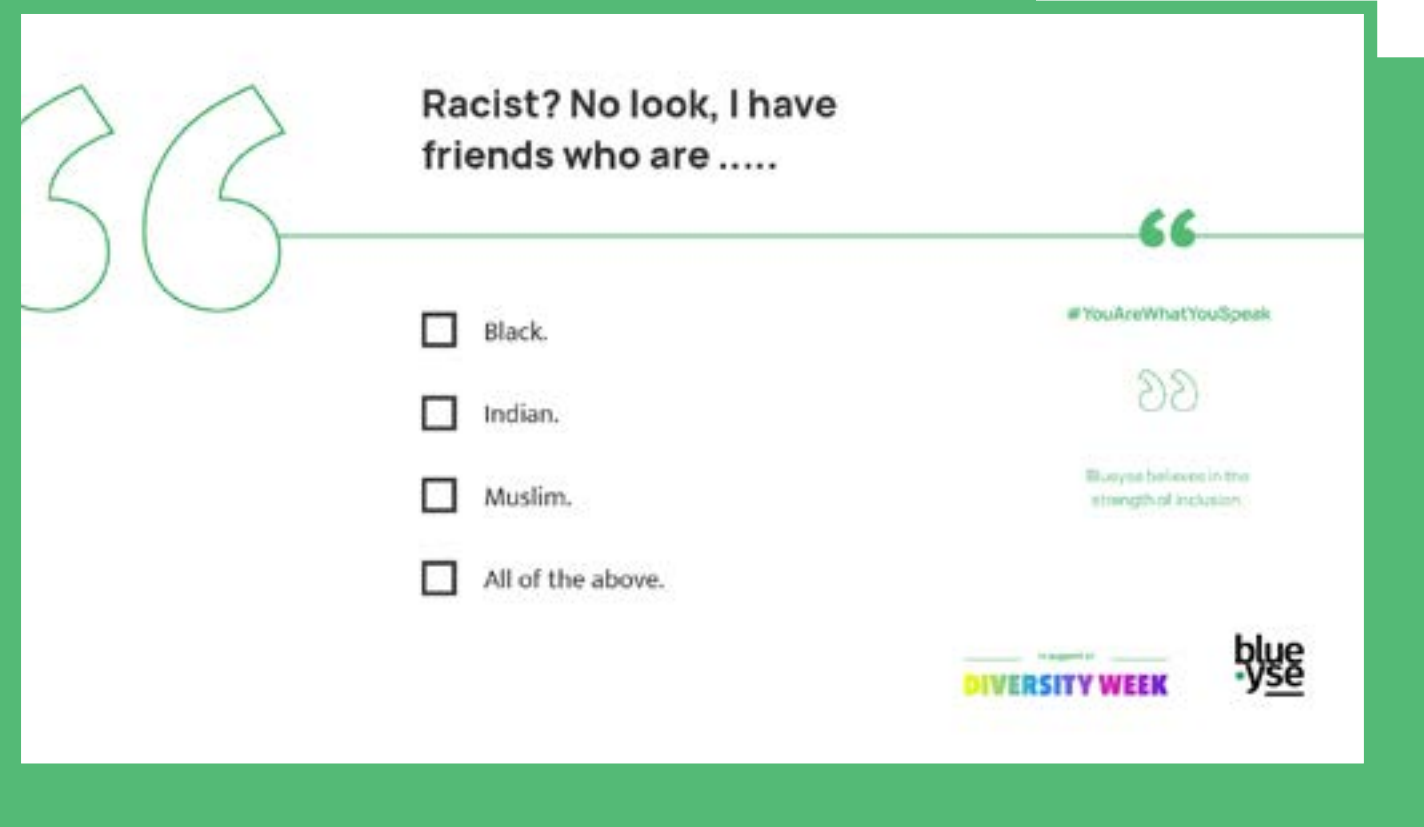


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twitter.com/BlueyseAgency | @BlueyseAgency



SUGGESTED MESSAGING

#YouAreWhatYouSpeak | Social Media Toolkit

VERSION 3

This week is Diversity Week!

Our company (enter name) supports the campaign of Blueyse **#YouAreWhatYouSpeak** to create awareness around microaggressions. Let's start the conversation!



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[instagram.com/blueyse.international](https://www.instagram.com/blueyse.international) | [@blueyse.international](https://www.instagram.com/blueyse.international)



Racist? No look, **I have friends** who are



- ☐ Black.
- ☐ Indian.
- ☐ Muslim.
- ☐ All of the above.



#YouAreWhatYouSpeak



SUGGESTED MESSAGING

#YouAreWhatYouSpeak | Social Media Toolkit

VERSION 4

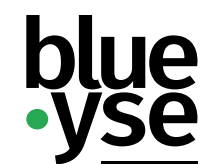
It is Diversity Week. Let's speak about it.

The campaign of Blueyse called **#YouAreWhatYouSpeak** is created to create awareness on various biases and stereotypes people have.

Comment to let us know which microaggressions you have experienced below.



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“

#YouAreWhatYouSpeak

”

LET US HELP YOU
GET STARTED

#YouAreWhatYouSpeak | Social Media Toolkit

THIS IS HOW...

Do you want to start the conversation about microaggressions within your organization? Please do contact us! We offer a free keynote speech or interactive workshop on this and other topics on diversity and inclusion.

CONTACT US FOR MORE INFORMATION

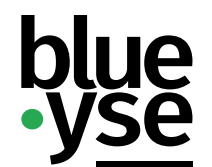
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