

A Seenit mini-guide

# 5 top tips for effective D&I comms

Creating compelling employee-led video content that tells your story authentically and reflects your values honestly will help drive your Diversity & Inclusion efforts in these emotive and uncertain times - and beyond.





Photo by Ed Stennett

Diversity and Inclusion (D&I) is now part of an international narrative. Companies all over the world are reflecting on what diversity means to them, and how they can make life better and more inclusive for colleagues, customers and the wider community.

In the weeks following the death of George Floyd in Minnesota, the Black Lives Matter movement has gathered pace at an unprecedented rate. Add to that the ongoing disruption and human impact caused by the Covid-19 pandemic, and the fact that June was also Pride month - and you have the D&I agenda in the spotlight like never before.

But real change requires real effort, not simply periodic bouts of introspection brought on by topical world events. Companies cannot afford to pay lip service to something this seismic in scale. It requires a deep-rooted commitment to the people in your organisation. A drive to be better. To establish a sense of belonging for everyone.

After all, the way you react to the situation right now will have a long-term impact on your culture and your brand.



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**If your people  
cannot truly be  
themselves at  
work,**

**then you have  
failed as an  
employer**

Victoria Armstrong, COO at Seenit

At Seenit, we have always prioritised our people. They are our spirit and our foundation and it is our mission to enable organisations to co-create videos with their own employees from around the world, amplifying the voices of those most knowledgeable and passionate.





# 5 best practices for D&I comms

In this mini-guide, we look at five ways companies can use story-telling and crowdsourced video to better reflect who they are and what they stand for. Tips that will help them re-evaluate their approach to Diversity and Inclusion and put their people at the centre of what they do.

# 1

# Developing a genuinely good culture



# Most companies say they have a great culture...

Most companies say they have a great culture. It trips nicely off the tongue or on to the page, and there is rarely anyone out there analysing the point too hard.

But a good culture can be a subjective thing. Marketing spiel and social media updates patting yourselves on the back for the latest Christmas Jumper Day or company quiz night do not always provide an authentic reflection of your true culture.

The biggest clue that your organisation is an enjoyable, positive place to work is if your employees say it is.

Now, more than ever, transparency and employee wellbeing are a critical part of how businesses communicate. So, if you are looking to tell the world about your company culture, let your people do the talking, whatever their background and wherever they are in the world.

# 2

## Building trust through empathic leadership comms

# Empathy and transparency are vital to good leadership comms

At Seenit, we have always championed user-generated content as a way of reflecting an organisation's true heart. But that does not mean leadership teams should not have a clear voice and a platform to communicate honestly and openly across borders and hierarchies.

The problem is, many large companies do not have leadership teams that accurately reflect the diversity of the wider workforce. They are disproportionately made up of white, heterosexual males - and that can have a negative impact on their ability to champion D&I effectively.

'Top-down' leadership communications simply highlights this issue, so leaders

should now look to work collaboratively with diverse cross-sections of their employees to ensure a strong, inclusive message is delivered to both internal and external audiences.

Empathy and transparency are vital to good leadership communications, too. If leaders can create content that builds trust at every level of their company, they will enjoy better employee engagement and productivity.

And, of course, the only way to develop a long-term reputation for D&I is to work towards creating leadership teams that are a genuine cultural and ethnic reflection of the company they represent.






Novartis recently launched their #unboss campaign which is a great example of how large companies can drive better engagement between bosses and staff.

Click the image above to have a look behind the scenes of Novarti's Annual Results and see what a day in the life of the CEO is like.

**[Follow the Novartis CEO](#)** on his trip to meet his people all around the world.

**3**

**Champion  
your people  
by giving  
them a  
voice**



# Engaged employees are more productive and innovative

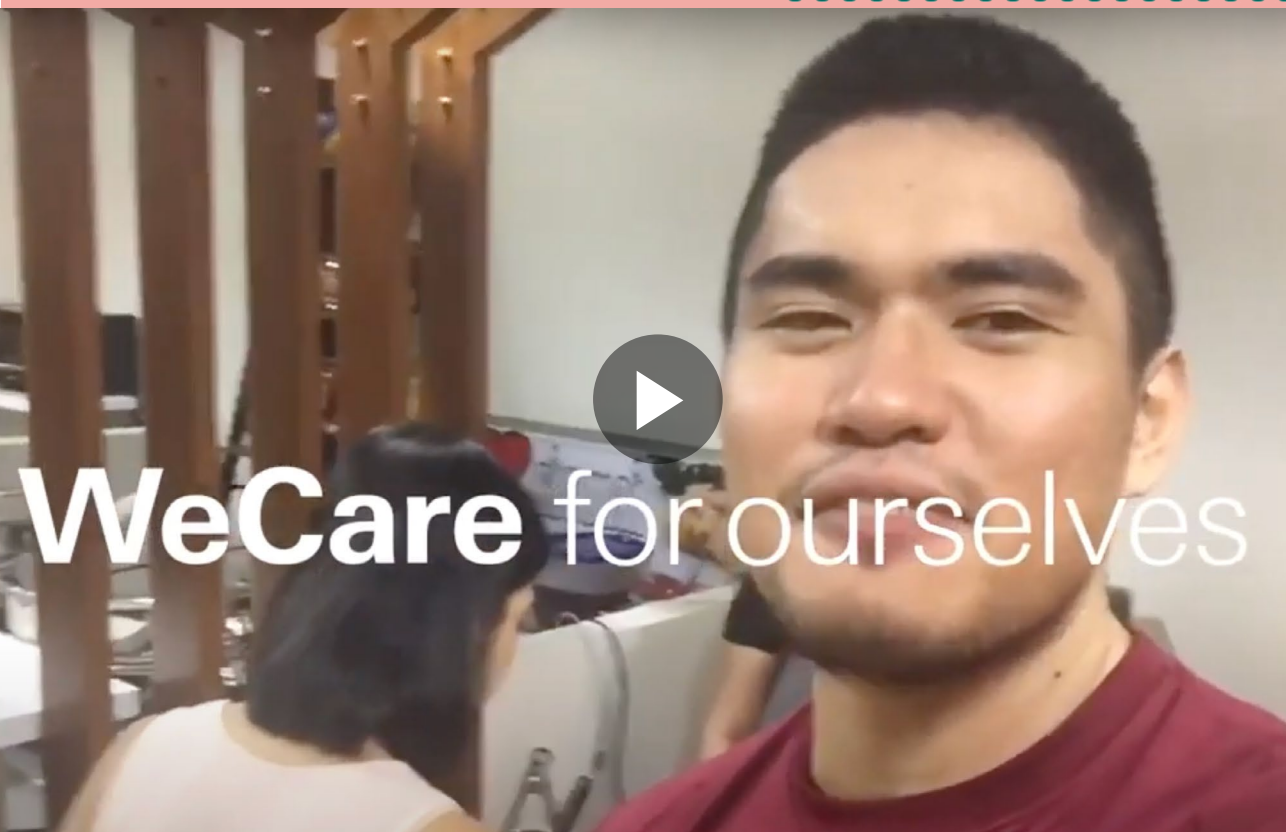
If your employees are truly engaged, they are more productive and more innovative. They become your best brand ambassadors without even knowing it.

So let them tell their stories. Don't try to tell their story for them.

By empowering them to represent themselves authentically, you are able to gather more perspectives from different cultures, nationalities, sexual orientations and gender ideologies. As a result, your own brand becomes more colourful and interesting and connects with people on a deeper level.

As we have seen throughout the coronavirus lockdown, organisations are increasingly shifting to an employee-led communications strategy. Whatever the industry, TV commercials are championing the key-workers and staff that are keeping the country moving in difficult circumstances. Because people trust people. Especially people like them.

If your content celebrates your employees, you are showing the world that your company is built on its people. And that is the most powerfully inclusive message you can give.



[#wecare](#) - HSBC Operations colleagues share how they support each other and their communities. From making the bank more inclusive, to volunteering for local good causes, see what life is like for those working inside “the bank’s engine room.”

# 4

# Creating content that celebrates and educates

# Let the individuals in your organisation tell the stories that are personal to them.

Storytelling is a powerful tool when you are looking to celebrate the diversity of your organisation.

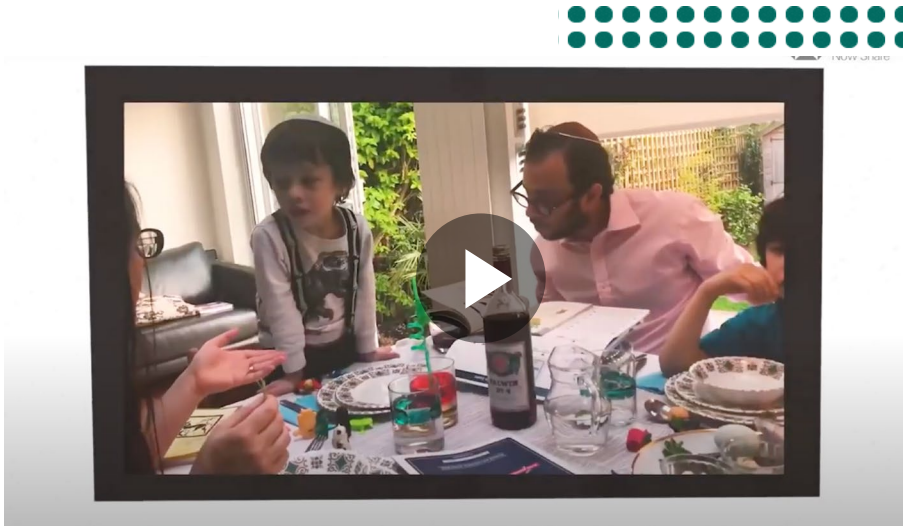
But educating internal and external audiences around D&I can be extremely challenging. However well-intentioned it may be, centrally-created messaging around tinderbox subjects like race, gender and religion can come across as clumsy at best, or patronising and offensive at worst.

So, instead of building marketing-led campaigns on D&I initiatives, let the individuals in your organisation tell the stories that are personal to them.

As a company, you can be rightfully proud of projects that celebrate religious holidays, LGBTQ+ events or cultural diversity. But never lose sight of the fact that the most knowledgeable and passionate people on these subjects are the ones who represent the communities and ideologies you are celebrating in the first place.

Sometimes the story is less important than the person who tells it.





Religious diversity at HSBC: Spring festivals during lockdown



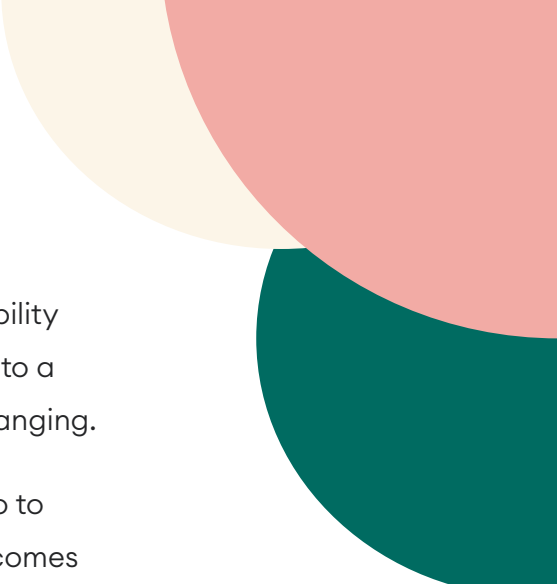
A Seenit & CITF Female Leaders event: Supporting women of colour



Celebrating your  
LGBTQ+ community  
Spotify

# 5

## Using video to bring employee stories to life



Storytelling through video is a great way to promote visibility and build trust in your organisation - both vital elements to a positive D&I strategy. But corporate video strategy is changing.

Many companies are starting to use crowdsourced video to visualise their brand and promote their people. When it comes to authenticity, user-generated content can be much more effective than slick professional video production - and it's a lot cheaper too!

Every employee has a phone in their pocket, and most are already using social media to share personal stories and talk about subjects they are passionate about.

Video is the medium that can really bring out the human connection your audience craves. If you can collect diverse stories from colleagues around the world and knit them together in a coherent way,

**you are creating a win-win scenario where your people feel like they have a voice, and the world gets to see what your company is really all about.**



Pride is not just a single day.

Employee pride stories at HSBC:

LGBT+ colleagues and allies share their own 'Million Moments of Pride'



Novartis' Past, Present and Proud –Philip's story

A video series where LGBTI employees share their experiences and perspective





Photo by Camille Thillaye du Boullay

# Seenit: where D&I stories come to life

What recent months have taught us is that championing diversity and driving inclusion should be at the heart of every organisation. Allowing employees freedom of expression and the opportunity to be themselves is fundamental to a D&I culture.

However difficult or delicate it might be to address the issues we are now facing, one thing is certain: your company can't ignore them. Now is a time for pulling together and making sure people can speak out

against prejudice and inequality.

Seenit is a storytelling platform where we hero the human. All humans. We believe in a world where authentic human stories can change the way people think. Ours is a platform that celebrates diverse faces and amplifies unheard voices.

The power of crowdsourcing video means the barriers of traditional video production are now broken down, and anyone, anywhere in the world can be a part of the story.

# About Seenit

We have told over 400,000 stories. Hundreds of companies are using Seenit to bring their stories and events to life through people powered video content.

[Talk To A Video Expert](#)



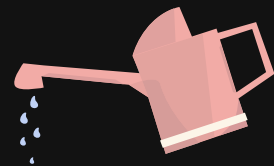
## Simplify

Simplify and diversify your video content



## Engage

Engage and encourage your people to be at the forefront



## Grow

Grow, foster, and enhance productivity and engagement