

How to communicate your brand's
Diversity, Equity, and Inclusion efforts
and elevate your brand reputation



Customers, employees, and the wider public expect brands and their leaders to take stands on social, racial, and environmental issues, and to back those positions with real, measurable, and transparent action. This sentiment has resulted in many brands increasing their efforts to address a variety of Diversity, Equity, and Inclusion (DEI) issues. While many of these efforts have been directed at issues within the corporate structure, some brands are going even further to address these issues within the larger society.

“Diversity and inclusion is less about a program, and more about helping people become comfortable enough to have a dialogue about their experiences—including times when we have felt like an outsider.”

Carin Taylor
Chief Diversity Officer
Workday

While these positions reflect brands’ genuine desire for change, they also play an important role in building a brand that earns trust and respect from a variety of shareholders, customers, and employees. In this guide we will explore how brand management can embrace DEI efforts to shape brand reputation, and how LinkedIn can be an effective partner to help a brand reach its DEI goals.

According to an Edelman survey, stakeholders have an increased urgency to address societal problems.¹ One way brands can do that is by answering the question, How are you making the world more equitable and fair for all people? Brands know they are a part of a dynamic and increasingly diverse society. They need to reflect that society in both the makeup of their boardroom and staff, and in how they interact and connect with their communities.

Trust the medium, trust the message

Brands need to carefully consider how and where they create messaging around DEI efforts. To that point, where a brand shows up matters as much as what they say. Brands should know that a majority of US social media users say security, legitimacy, community, and ad experience were extremely or very impactful on whether they decide to engage with an ad or sponsored content on a social platform.² In short, they need to trust the medium to trust the message. LinkedIn is a trusted platform for building corporate reputation with stakeholders.

Digital Trust 2021 Overall Ranking ²		
Rank	2020	2021
1		
2		
3		
4		
5		
6		
7		
8		
9		



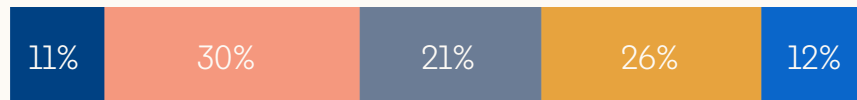
²eMarketer, Insider Intelligence, Digital Trust Benchmark Report, 2021

A great time to participate in important conversations

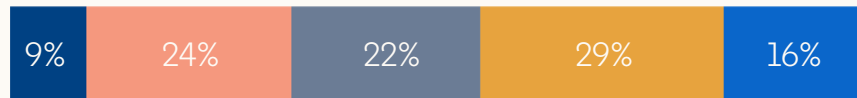
Surveys show that while employees, potential employees, and consumers may be looking for brands to lead conversations around DEI, there is still work to be done to ensure the efforts are effective. This is an invitation for brands to connect with these audiences in meaningful ways. Brand management 101 says that's exactly the kind of opportunity firms want to improve their corporate reputations and grow their business.

How effective do you think companies and their leaders are at each of the following?

Nurturing a culture of diversity, inclusion, and acceptance within their organizations



Reducing and helping to combat racial inequality



Reducing and helping to combat police violence



Very effective Somewhat effective Don't know/No opinion Not too effective Not effective at all



Help talent choose your brand

In this talent-driven job market, it's important to connect with the best talent available through relevant messaging. Brands can strengthen their reputation as employers by highlighting their DEI efforts. These are the issues they care about and a brand's stance and commitment to advancing causes can be make-or-break with some candidates.

Strengthen your employer brand by highlighting diversity

84%

of job seekers say the reputation of a company as an employer is important.¹

50%

of candidates say they wouldn't work for a company with a bad reputation—even for a pay increase.¹

\$2bn

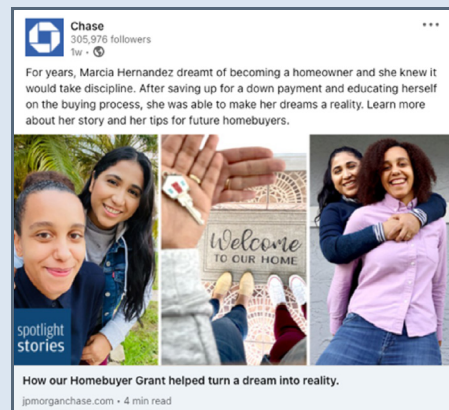
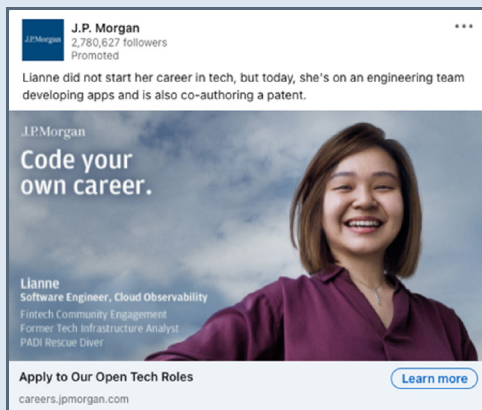
Estimated spend on employer branding and recruitment by 2022, making candidate recruitment even more competitive.²



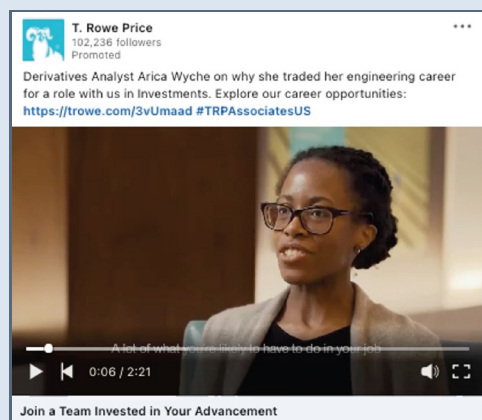
Keeping it real

There are some great examples of DEI messaging efforts by large brands on LinkedIn. All of these examples have authenticity at their core and are about helping the audience see how DEI efforts are coming to life within individual companies.

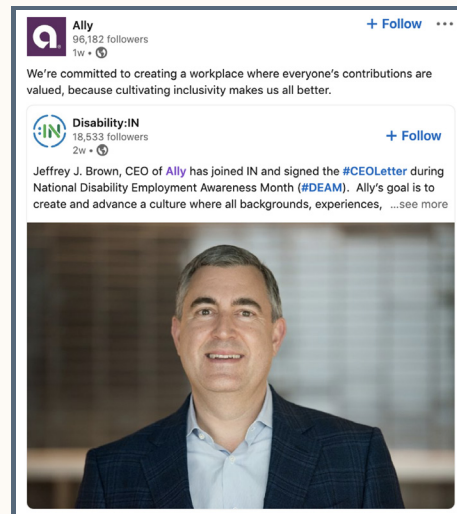
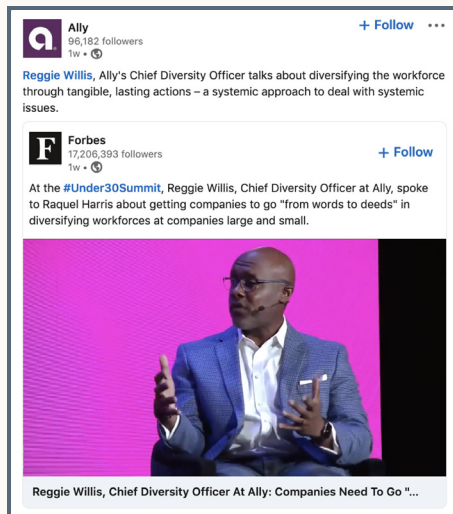
By profiling employees who took nontraditional career paths, JPMC showcases the diversity of talent in the organization.



Mastercard and T. Rowe Price “show-without-telling” their commitment to DEI.



Ally invests in community programs and engagement through partnerships.



Wherever your brand is in its DEI journey, LinkedIn can help you accomplish your goals and reach even higher. As the most trusted platform, LinkedIn can help build your brand's credibility.



Visit [LinkedIn's brand management page](#) to better understand how to use our platform to support your DEI initiatives and elevate your corporate reputation today and tomorrow.