Social media kit for members
#GDD19: generating interest together

We need you! Let’s trend together on all social media channels for everything to do with the 7th German Diversity Day on 28 May 2019 and get the topic of diversity out into the public consciousness.

Our annual motto this year continues to be “flying the flag for diversity!”

After the riots in Chemnitz, we successfully flew the #FlagForDiversity at the #indivisible rally in September and the Diversity Conference in November of last year. Together, we showed that we would take a stand for diversity in all of its facets. We want to take this commitment with us into the 2019 Diversity Day.

Tolerance and diversity are often questioned or attacked on social networks in particular. We need to, and want to, fight against this: by flying the #FlagForDiversity together, you too can show where you as a company stand.

Due to the success of last year and the symbolic significance, we decided to focus even more on the visual of the flag. It’s now on all of our materials, including our social media motifs.

How can you show your commitment to diversity online?

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#GDD19
General information

How to become part of the #GDD19 social community

- Register your campaign on german-diversity-day.de
- Use the image and text material we have prepared for your social media channels
- Use the hashtags
- Coordinate the posts with your social media editorial team or corporate communications
- Post your content before and around 28 May on your channels
- Tag the Diversity Charter in your post so our social media team can share your campaign post via the Charter’s channels.

When and how? Campaign period: from now until 28 May 2019
You can start your social media work now using the tiles provided. The advantages for you: you will increase the visibility of your company, reach new target groups, position yourself as an agenda setter for diversity management and herald the 7th German Diversity Day together with us.

Our video campaigns for members will start in early April. The Diversity Charter’s social media team would be happy to put together an event plan for you with the dates and additional information.

The Diversity Charter’s social media channels
The Diversity Charter has profiles on the largest social media platforms. You can tag us in your posts, generally by putting an @ before the name. This not only means we’ll see your posts, but also that we can share them more quickly and help you to reach more people.

Diversity Charter
or facebook.com/chartadervielfalt

@ChartaViehfalt

charta_der_viehfalt

Charta der Vielfalt e.V.
or linkedin.com/company/charta-der-viehfalt-e-v/-
Hashtags for the 7th German Diversity Day

Hashtags generate publicity in a fraction of a second, so we’ve put together a handful of hashtags for our communication on German Diversity Day that we want to briefly present here.

#FlagForDiversity
Our motto for the year. We successfully started using the hashtag last year and want to continue with it this year.

#GDD19
The hashtag #GDD19 will be created to show that a post is related to German Diversity Day. This means all campaigns and posts by members and signatories posted for German Diversity Day can be made clearly visible.

Many of you work beyond the German-speaking world. If you want to post in English-speaking social networks, use the hashtags #welovediversity and #diversitymatters. These have already been used successfully by several members to position themselves, and we also use them to tag our English-language content.

**Important:** Please tag all social media posts with at least #FlagForDiversity and #GDD19. This is critical in ensuring that the posts appear on our Twitter wall and that we can also find the posts quickly and share them via our channels.
Ready-to-use image material for your social media channels

We will provide you with plenty of image material for our #GDD19 campaign. The graphics have been tailored to the size specifications of the respective platforms and can therefore be used directly.

Sample images for your profile
Show the maximum level of commitment by posting the logo and motto of the 7th German Diversity Day on your profile.

Facebook Cover Photo

Twitter Header Photo

LinkedIn Background Photo
Tiles for use in posts
Pictures are a real eye-catcher in the endless flow of social media channels. You are welcome to use the tiles prepared with your own statements and comments, and we’d love it if you also used the hashtags #FlagForDiversity and #GDD19.
**Suggested texts for your #GDD19 posts**

Social media posts need to be short and to the point, because attention spans on social networks are even shorter than in classic media. There are several options for companies to position themselves:

- Appoint your Diversity Expert, CEO or Chair as your Diversity Ambassador
- Show why diversity is an important part of your corporate philosophy
- In principle, direct statements that are given a face (ideally a portrait with the person’s name and position) increase credibility and create identification

Our social media team would be happy to help you plan and formulate posts.

**Sample texts for posts**

- We’re flying the #FlagForDiversity! On 28 May 2019 we’re getting involved in the 7th German Diversity Day #GDD19. All of the information about our [campaign name] campaign can be found here: [link to the campaign on the Charter website]
- Our Chair, [XY YX], is clear: “to us, diversity means [...]. That's why we’re part of @ChartaVielfalt and are taking part in the 7th German Diversity Day on 28 May” #GDD19 #FlagForDiversity.
- “Diversity isn’t some kind of empty statement for us. It is part of who we are as a company. That’s why we’re proud to take part in the 7th German Diversity Day.” #GDD19 #FlagForDiversity #welovediversity
- For XY years now, we’ve been part of @ChartaVielfalt. Our commitment to diversity made us stronger and more productive as an international engaging company. That’s why #diversitymatters. #FlagForDiversity #GDD19
Visible together: social media wall for #GDD19

On the 7th German Diversity Day, the Diversity Charter is creating a social media wall with the support of Deutsche Telekom. All of the posts with the hashtags #GDD19 and #FlagForDiversity and #welovediversity will appear on the wall. Use the hashtags and be part of our wall, achieving even greater reach.

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