

Social Media Kit for #DDT21 / #GDD21

Let's draw attention together!

Now it's up to you! Let's jointly raise public awareness on the topic of **diversity** on the **9th German Diversity Day on 18 May 2021** on all social media channels.

Our motto this year remains: Fly the flag for diversity!

Tolerance and diversity are heated topics, especially on social networks. Because of racist incidents and riots, ever more people are deliberately positioning themselves against discrimination and for an inclusive society.

A movement we have been accompanying with #flagfordiversity from the very beginning. Together, we have shown that we support diversity in all its manifestations. We intend to pick up on this commitment for German Diversity Day 2021 as well.

Why not make it clear where you stand as a company and become part of this movement? Your positioning is more important now than ever.

How do you show your commitment to diversity online?

General information

Here's how you become part of the #DDT21 / #GDD21 social community

- Register your action at deutscher-diversity-tag.de in your organisation's (signatory) profile
- Share, comment and react to the Charta contributions
- Make use of the prepared visual and text material for your social media channels
- Use the suggested hashtags
- Coordinate the posts with your social media editorial department or corporate communications
- Post your content on your channels before and around 18 May
- Tag the Charta der Vielfalt in your contribution so our social media team can share your action using the Charta's channels.

When and how? Campaign timeframe: from now until 18 May 2021

With the help of the tiles provided, you can start your social media public relations immediately. Your benefits: you increase your company's visibility, reach new target groups, position yourself as an agenda setter for diversity management and ring in the 9th German Diversity Day jointly with us.

The social media channels of Charta der Vielfalt e.V.

Charta der Vielfalt e.V. is present on the most important social media platforms. You can link us in your contributions – generally with a @ before the name. In that way we will not only see your contributions, but can share them more quickly, helping you improve your reach.

-  Charta der Vielfalt
or facebook.com/chartadervielfalt
-  [@ChartaVielfalt](https://twitter.com/ChartaVielfalt)
-  [charta_der_vielfalt](https://instagram.com/charta_der_vielfalt)
-  Charta der Vielfalt e.V.
or linkedin.com/company/charta-der-vielfalt-e-v-/

Hashtags for the 9th German Diversity Day

Hashtags draw attention in fractions of a second. We have thus compiled a handful of hashtags for our communication for German Diversity Day that we would like to briefly present here.

#FlaggefürVielfalt or #flagfordiversity

Our motto: we have already successfully led the Twitter trends in recent years using the hashtag, and we intend to continue to do so.

#DDT21 or #GDD21

It is intended to establish the hashtag(s) #DDT21 and #GDD21 to show that a contribution is in the German Diversity Day context. In that way, all actions and contributions that are posted for the German Diversity Day can be made clearly visible.

#Vielfaltverbindet or #UnitedinDiversity

This hashtag emphasises the message of GDD21 and is intended to bring all participants closer together. It stands for the joint work we have to do for diversity in the world of work, and in addition amplifies the range of your social media posts.

Many of you are not just present in German-speaking countries. If you'd like to appear on English-language social networks as well, we are recommending the hashtags **#GDD21**, **#flagfordiversity**, **#welovediversity**, **#unitedindiversity** and **#diversitymatters**. They are already successfully used by some to position themselves. We use them too to mark our English-language content.

Important: Please label all social media contributions with at least #FlaggefürVielfalt, #Vielfaltverbindet and #DDT21. That's elementary to ensure that the contributions appear on our [Social Media Wall](#). That's how we will find the contributions promptly and can share them using our channels.

Ready-to-use visual material for your social media channels

We are offering lots of visual material for our campaign for **#DDT21**. The graphics are adapted to the sizing specifications of the respective platforms and can thus be used directly.

Key visual

Our key visual serves to brand your action(s) and make them even more visible. Use it, for instance, for your website or design your own action flyer in the 9th German Diversity Day design.



Sample images for your profiles

Show maximum commitment by posting the logo and motto of the 9th German Diversity Day on your profile page.



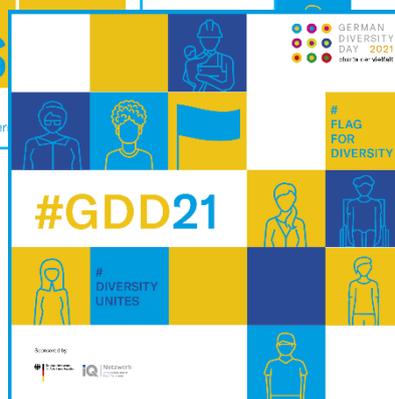
Social
media
banner
Facebook



Social media
 banner
 LinkedIn

Tiles to use in posts

Pictures are real eye-catchers in the neverending flow of the social media channels. You can combine the prepared tiles in your post with your own statements and tips – of course, you're welcome to use the hashtags #FlaggefürVielfalt, #Vielfaltverbindet and #DDT21.



Text suggestions for your #DDT21 posts

Social media posts need to be short and to the point because: people's attention span on social networks is even shorter than for classical media. Here we offer numerous possibilities for your company to position itself:

- Position your diversity experts, managing director and/or board members as diversity ambassadors
- Show why diversity is an important part of your company philosophy
- In general: direct statements which are given a face (ideally by means of a portrait photo with name and position) increase credibility and boost identification

Our social media team would be happy to provide advice with planning and wording your posts.

Examples of text posts

- We're flying the #flagfordiversity! On 18 May 2021 we're participating in the 9th German Diversity Day #DDT21 / #GDD21. You'll find all the information on our action [action name] here: [action link Charta website]
- Our chairperson [XY YX] has made it clear: "Diversity means [...] for us. That's why we're part of @ChartaVielfalt and why we're taking part in the 9th German Diversity Day on 18 May." #DDT21 #FlaggefürVielfalt
- "Diversity is not an empty shell for us. It is part of who we are as a company. That's why we're proud to take part in the 9th German Diversity Day." #DDT21 #FlaggefürVielfalt #welovediversity
- For XY years now, we've been part of @ChartaVielfalt. Our commitment to diversity has made us stronger and more productive as an international company. That's why #diversitymatters. #flagfordiversity #GDD21

Jointly visible: Social Media Wall for the #DDT21/ #GDD21

For the 9th German Diversity Day, the Charta der Vielfalt, with the support of T-Systems Multimedia Solutions GmbH, will once again provide a social media wall. All posts that bear the hashtags #DDT21, #Vielfaltverbindet and #FlaggefürVielfalt as well as #GDD21, #unitedindiversity, #flagfordiversity, and #welovediversity will thus appear concentrated in one place on our website. Use the hashtags. Then you, too, will become part, and extend your range even further.



Offline too: Fly the flag!



Do you want to fly the #flagfordiversity offline, too, for your customers, partners and employees in order to mobilise for the 9th German Diversity Day? We are providing you with a template for our hoisting flag or beach flag. You can use these for your actions, for photos, videos, or at trade shows. Please note that flag templates are only available in German.

Be sure to accompany the offline action on your online channels! A video of hoisting the flag, an Instagram story or a before and after picture require little effort and can have a major effect.



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