

TRANS INCLUSION IN PRACTICE: TOOLS FOR SOCIAL MEDIA AND COMMUNICATIONS

During and beyond the COVID-19 pandemic, it is important for public health agencies and other community, health, and social services to communicate their commitment to trans inclusion, especially given that many trans people have had negative or discriminatory experiences accessing healthcare. This resource is intended to help you communicate that commitment to the public.

UNDERSTANDING THE CONTEXT

Communicating your commitment to trans inclusion is an important step, but it must be accompanied by intentional efforts to ensure that all members of your organization have the knowledge and tools necessary to support trans service users. Otherwise, you are inadvertently promising an inclusive experience which you cannot deliver.

QUICK TIPS FOR TRANS-INCLUSIVE COMMUNICATION

- 1)** Adopt gender-neutral language in all aspects of your communication, if and where possible.
- 2)** Add pronouns to staff profiles on your website, within email signatures and on name tags.
- 3)** Share trans-specific or trans-inclusive resources on your social media.
- 4)** Participate in annual events and days of action, such as Trans Day of Remembrance (Nov. 20th) and Trans Day of Visibility (March 31st).
- 5)** Put up trans-inclusive posters and wall signage in client-accessible spaces.
- 6)** Share your work - publish internal efforts to advance trans inclusion on your website and social media.

Here are key messages you may wish to share on your social media and website to demonstrate your commitment to trans inclusion during and beyond the COVID-19 pandemic:

“While we acknowledge our commitment to trans inclusion is a work in progress, we want to actively encourage members of the trans community to access our COVID-19 testing and vaccination clinics. Trans communities deserve equal access to healthcare services.”

“Trans communities have been disproportionately impacted by COVID-19. We are committed to supporting trans, Two Spirit, and gender diverse communities during and beyond the COVID-19 pandemic.”

“We are committed to trans inclusion, because trans rights are human rights. Our team is committed to taking whatever steps we can to ensure that trans people are welcome in every part of our organization, including as service users, volunteers, and staff members.”

“Trans community health is public health. To all members of trans, Two Spirit, and gender diverse communities: we see you, we hear you, and we want to support you. You will always be welcome here.”

“You deserve to be able to access inclusive and affirming healthcare services. Trans people are welcome here.”

“We know that many trans people have had negative or discriminatory experiences accessing healthcare services. Trans and gender diverse people are an integral part of our communities. We are committed to creating trans inclusive spaces in our COVID-19 testing and vaccination clinics.”

VISUAL KIT

To help organizations communicate their commitment to trans inclusion, we have created a kit filled with visuals your organization can use to mark days like Trans Day of Remembrance, and otherwise share your support for trans communities. We give full consent for these visuals to be adapted or amended to best reflect your unique context and priorities.

**DOWNLOAD
THE VISUAL KIT**