



How to Ethically Celebrate June's Pride Month

June is Pride Month, a time to celebrate and support the LGBTQI+ community. Many organizations want to show their support, but it's important to do so in an ethical and meaningful way. Be aware of "Rainbow Washing," which is when companies use the rainbow flag or LGBTQI+ messaging in their marketing without actually taking substantive action to support the community. This can include simply adding a rainbow filter to a logo or product. While intentions may be pure, LGBTQI+ consumers and employees may feel a sense of mistrust and that their identities are being used for corporate gain.

Here are three actionable steps for organizations to ethically celebrate Pride Month:



Educate Yourself and Your Team

Before celebrating Pride Month, take the time to educate yourself and your team on current LGBTQI+ issues and history. This could include reading books or articles, attending webinars or workshops, or inviting guest speakers to share their experiences. EG Workforce Solutions, for example, hosts weekly all-hands meetings, in which our DEI Committee teaches us about different diversity, equity, and inclusion topics. The most impactful way to educate your team would be with personal experiences, so bringing a guest speaker during a remote learning seminar would be cost-efficient and productive.

This will help you understand the significance of Pride Month and ensure that your celebrations are respectful and meaningful.

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Support LGBTQI+ Organizations

Many queer consumers are wary of organizations celebrating Pride Month because they may perceive your efforts as virtue signaling. Celebrating Pride Month is more than just adding a rainbow filter to your logo. Take action to support the queer community by donating to LGBTQI+ organizations, partnering with LGBTQI+ businesses, or sponsoring LGBTQI+ events. EG Workforce Solutions sponsors local pride festivals. This shows a commitment to supporting the community beyond just one month of the year.

Create a Safe and Inclusive Workplace

Organizations can celebrate Pride Month by creating a safe and inclusive workplace for LGBTQI+ employees. In order to improve your company culture, you must know the current employee perceptions. Establish anonymous feedback and complaint systems to gauge inter-organizational issues.

Ways to create a safe and inclusive workplace can include implementing non-discrimination policies, providing diversity and inclusion training, and creating an employee resource group for LGBTQI+ employees. Society for Human Resource Management research from 2021 shows that effective policies include parental leave for same-sex couples, health care coverage for gender-affirming treatments, and explicitly prohibiting discrimination in all areas of employment.

EG Workforce Solutions creates a safe and inclusive environment through our DEI Committee's presentations, education support for clients, and resources for LGBTQI+ employees. As a byproduct of creating a safe workplace, these efforts have improved our retention.

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Ethical Pride Month Branding

You're doing all of this during Pride Month and may be thinking, "This would be a great marketing opportunity! We want our consumers to know we care." However, if executed incorrectly, consumers may think your organization is exploiting Pride Month for profit.

Organizations can ethically celebrate Pride Month in marketing by prioritizing inclusivity, authenticity, and social responsibility. Here are some ways to do that:

- 1. Prioritize inclusivity:** Organizations should ensure that their marketing campaigns are inclusive of the LGBTQI+ community and avoid tokenism or stereotypes. This can be achieved by involving members of the LGBTQI+ community in the development and execution of the campaign, using appropriate language and imagery, and avoiding any insensitive or offensive content.
- 2. Be authentic:** Organizations should ensure that their marketing campaigns align with their values and mission, and not just a temporary trend.
- 3. Promote social responsibility:** Organizations can use their marketing campaigns to promote social responsibility and raise awareness of LGBTQI+ issues and challenges.



About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.

