



As a Pride Pledge organisation you have a great opportunity to signal to employees, customers and clients that you are committed to being a safe, welcoming and inclusive organisation for our Rainbow Communities and that your doors are open for people to bring their whole selves to work.

Recruitment and Selection processes are a window into your organisation and this is the time when it's vital you tell people about your organisation's culture, values, and commitment to inclusion and then deliver on it. **There are a number of ways to do this and here are some basics to get you started!**

Be Authentic and Visible

Any candidate looking to work with you will search online including your website, your linkedin, and socials, and look at who else works there. It's important that you build in Pride Pledge and your commitment to inclusion in a myriad of ways. Candidates want to see people who they relate to and the type of place they can fit into. People want to work with people in a culture that speaks to inclusion. Some options to consider are:

Linked in Profiles (company and personal)

- For your company profile, add the Pride Pledge logo and use language that speaks to being welcoming and inclusive for all.
- Think about adding pronouns to your profiles for those of you that are comfortable doing so.
- For those of you who are Rainbow, add a small Rainbow on your profile next to your name.

Recruitment Adverts:

- Add the Pride Pledge Logo at the bottom of each advert,
- Add some language that shows your commitment for example... XXX is a Pride Pledge organisation and we are committed to an inclusive workplace where everyone thrives, every day and we celebrate our diversity as strength.

Your website (careers section):

- Add in language which explicitly celebrates inclusion, diversity and of course, your commitment to the Pride Pledge.
- Add the Pride Pledge logo somewhere visible and you can include a link to the Pride Pledge site or social sites too (linkedin, facebook or instagram).
- Have access to your Diversity and Inclusion Policy or documents that clearly showcase your commitments.

People and information on your website:

- Consider asking the people who are profiled on your website to add their pronouns, and something about PEOPLE, INCLUSION, culture etc.
- If you have a blog, news feed, or similar, ensure you have information about your commitment to Pride Pledge or stories and articles about Rainbow initiatives, projects or policies.
- Have a statement from your CE or equivalent about what Diversity and Inclusion means to them - get the tone set at the top!

Working with agencies?

- Ensure that your agency partners are briefed on and have access to information about your Diversity and Inclusion commitments and Pride Pledge.
- We recommend that you have explicit requirements with agency partners in your contracts, and offer them the opportunity to be involved in Rainbow Awareness Training (see below).



Application Forms and Systems:

- Your forms need to tell people they belong! This means you may need to review and update any forms and systems you use, including asking yourself what information you actually need.
- Any forms and systems need to be inclusive with a range of pronouns and gender identities outside the binary for people to self-identify. *You can get a full recommended list in our measurement and reporting guide.*
- We recommend including language on your forms which calls out your commitment to Diversity and Inclusion and add the Pride Pledge logo onto all your forms.
- You may also wish to consider asking for further LGBTTQIA+ demographic information to support your commitment to inclusive recruitment practices through data gathering, monitoring and reporting, just as you would for ethnicity or other diversity measures. Pride Pledge can advise you on this in more detail.

Interviews and Interview Questions:

- Visible rainbow signs should be used when meeting external candidates. There are a range of options including Rainbow Lanyards, Rainbow Lapel pins, pronouns badges, having your Pride Pledge sticker or certificate visible at reception. Many clients have these on their laptops.
- Start your interview with introducing yourself with your pronouns and asking the candidate for theirs. This starts you off with a clear signal of Rainbow safety and ensures you do not mis-gender a candidate later in the interview.
- Work hard to use gender neutral language throughout your interview.
- Let candidates know you are a Pride Pledge organisation and what this means.
- Tell them about your culture, values and some of the key things you are working on to ensure people can be their best selves at work. Most people won't know unless you tell them!

Rainbow Awareness Training for all hiring managers:

- Building a deeper understanding and awareness of our Rainbow Communities is something we recommend for all hiring managers. Ideally all hiring managers should be required to complete this as part of their management development. There are a range of training options available with Pride Pledge.

Information for Candidates:

- If you provide information for candidates about working for you, include an information sheet on Diversity & Inclusion, including Pride Pledge and that this means. This could even include any specific policies that are important i.e., gender neutral bathrooms, uniforms, use of pronouns at work, gender affirming leave etc.
- If you have a Diversity or Rainbow Network, social groups, or similar, let your candidates know about this. It tells them this is important to your organisation.

Review, review and keep up to date:

Stay fresh and ensure that you are constantly reviewing the entire 'candidate experience', maybe even look at a survey of candidates to get feedback about your Rainbow Inclusive practices.

Need more advice or in-depth consulting support?

Reach out to us at Pride Pledge, we are here to help. This is not intended to be an exhaustive list, just a few ideas to get the basics right!

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