



PR and Media guidance for INvolve's **Empower Role Model Lists 2022**  
supported by Yahoo Finance.

We are thrilled to share that you've been listed as a 2022 Empower Role Model. Congratulations! This year, our Empower Lists have gone global, which provides us with an opportunity to celebrate even more global Role Models who are driving inclusion for people of color in business, and we are so glad to see you included!

We know that you and your organization are excited about your inclusion within these lists and are keen to share this news and your achievements with everyone. We'd love you to do so too, and we've compiled this useful document that provides guidance to help you promote your place within these lists.

The golden rule is that the lists remain **100% confidential** until they are officially released on **Thursday 19 May 05:01 BST / 00:01am ET**, so please don't pitch to journalists in advance or mention anything on social media before then.

## PRESS RELEASES

### 1. What is INvolve doing to promote the Empower Lists?

Like last year, we are partnering with Yahoo Finance who will be publishing the full lists online on **Thursday 19 May**. We have agreed to an embargo with Yahoo Finance, which means we ask you not to publish your inclusion within the list until **05:01am BST / 00:01 ET** on the same day. The media we focus on are UK and US-based national, broadcast, international business and tier-one business trade publications.

We also activate a huge amount of activity on social media, both across our own channels (LinkedIn, Twitter and Facebook) and through securing tweets from influential supporters.

### 2. Can I contact the media directly?

Yes, absolutely! If you have strong contacts with your own 'vertical' trade media, then we would love you to approach them and inform them about inclusion within these lists. Please, make sure that they respect the embargo and do not publish anything about your inclusion until the lists are live on **Thursday 19 May 05:01am BST / 00:01 ET**.

Please do let us know of any coverage you generate, as it's helpful for us to know the overall reach of the lists. We'd also love to shout your news on our social channels too.

### 3. When can I release my own press release?

Any time after **Thursday 19 May 05:01 BST / 00:01 ET**.

### 4. Do I need to get my press release approved?

No, it's your press release and you have control over this. It is helpful for us to see press releases for information, but we don't expect to sign them off. Please email [involve@diffusionpr.com](mailto:involve@diffusionpr.com) if you'd like to share a copy of your press release with us.

## 5. How should I refer to the Empower Lists?

When referring to the lists, please use the correct wording as follows.

- The 100 Empower Executives List is called: **Empower 100 Executives Role Model List.**
  - The Advocates List is called: **Empower 50 Advocates Role Model List.**
  - The Future Leaders List is called: **Empower 100 Future Leaders Role Model List.**
- When referring to the lists as a whole, please refer to them as the **Empower Role Model Lists.**

## 6. Can we see INvolve's press release?

We are happy to share our main press release with you as soon as the lists are live on **Thursday 19 May** and you can take any content directly from this press release. The press release also contains some background details on Empower and the selection process at the end of the document.

If you would like to include a quote from INvolve in your press release, please use the following:

**Founder & CEO of INvolve, Suki Sandhu OBE, says, "I'm so thrilled to be celebrating this global group of trailblazing Executives, Future Leaders and Advocates for people of color in business. All the individuals within these lists are championing inclusion and, most importantly, leveraging their expertise and knowledge to drive inclusion initiatives and strategic change within their organizations. It's vital that people of color within our global businesses can succeed and achieve authentically, and these Role Models are essential drivers of change and are smashing barriers to progress to create organizations where people of color can thrive.**

## SOCIAL MEDIA

### 1. Can I post on social media?

Yes, absolutely! Please do join your fellow Role Models to celebrate your success across social media. Below are some suggested posts that you can use across your various channels. Please feel free to tweak these and/or create your own, and it would be great if you could cite the list correctly (as stated above), tag INvolve so we can share and boost your posts and use the hashtag **EMRoleModels22** across all our social media posts.

Remember, please don't post on social media until after the embargo has lifted on Thursday 19 May 05:01am BST / 00:01am ET.

---

#### Twitter

Please tag the following Twitter accounts to your tweets, so we can retweet and share your posts.

Empower Twitter account: [@EMpoweriB](#). Twitter page linked [here](#).

INvolve Twitter account: [@InvolvePeople](#). Twitter page linked [here](#).

#### Launch day template tweets – company account.

*Template tweet to celebrate list launch:*

Thrilled to see the [@EMpoweriB](#) Role Model Lists 2022 supported by @YahooFinance launch day! These lists celebrate Global Role Models in business who are driving inclusion for people of color in business. View the lists here: <https://bit.ly/EMEx22>  
#EMRoleModels22

*Template tweet to celebrate individual listers:*

The @EMpoweriB Role Model Lists 2022 supported by @YahooFinance are here, and we are thrilled to see (insert employee name) featured this year! View the complete, global lists at the link here: <https://bit.ly/EMEx22> #EMRoleModels22

### Launch day template tweets – from Listers.

*For those on the Empower 100 Executives Role Model List:*

Thrilled to be included in the 2022 @EMpoweriB 100 Executives Role Model List supported by @YahooFinance! Let's continue to work together to drive inclusion for people of color in business. <https://bit.ly/EMEx22> #EMRoleModels22

*For those on the Empower 100 Future Leaders Role Model List:*

Proud to be named in the @EMpoweriB 100 Future Leaders Role Model List supported by @YahooFinance! Let's all keep working to drive inclusion across global businesses. <https://bit.ly/EMFL22> #EMRoleModels22

*For those on the Empower 50 Advocates Role Model List:*

Honored to be included in the @EMpoweriB 50 Advocates Role Model List supported by @YahooFinance. Let's all commit to elevating and enabling diverse talent across our businesses. <https://bit.ly/EMAd22> #EMRoleModels22

### Instagram

Each year we provide some visual graphics for you to celebrate your place in our lists. Please do use and share these across your Instagram alongside the hashtag #EMRoleModels22.

You can also use this opportunity to share your personal story and the amazing work you are doing to promote diversity in the workplace by adding [the link](#) to the list in your Instagram bio.

## LinkedIn and Facebook

We generate a huge activity across LinkedIn on launch day. Role Models and companies from all over the world share their own inclusion within the lists as well as interact with others and our INvolve LinkedIn page too.

Please tag INvolve in your LinkedIn and Facebook posts about the lists so we can interact and help you celebrate your inclusion within the lists.

INvolve LinkedIn account: [@INvolvepeople](#). LinkedIn page linked [here](#).

Empower Facebook page: [@EMpoweriB](#). Facebook page linked [here](#).

INvolve Facebook page: [@Involvepeople](#). Facebook page linked [here](#).

### Launch day post – company account.

*For those on the Empower 100 Executives Role Model List:*

We are so proud to see (insert employee) featured in [@INvolvepeople's](#) 2022 Empower Role Model Lists supported by @Yahoo Finance! These global lists celebrate Role Models in business who are driving inclusion for people of color across business. It's brilliant to see (insert employee name) recognized for their incredible achievements within the Empower 100 Executives Role Model List.

You can view the full lists here <https://bit.ly/EMEx22>

#EMRoleModels22

*For those on the Empower 100 Future Leaders Role Model List:*

We are so proud to see (insert employee name) featured in the Empower Role Model Lists supported by @YahooFinance! These global lists by [@INvolvepeople](#) champion trailblazers across businesses who are driving positive change for people of color in

business. It's great to see (insert employee name) celebrated for their incredible achievements, and we cannot see what they do next as a Future Leader in business.

You can view the full lists here: <https://bit.ly/EMEx22>

#EMRoleModels22

*For those on the Empower 50 Advocates Role Model List:*

We are so proud to see (insert employee name) recognized as an Advocate in this year's Empower Role Model Lists supported by @YahooFinance! These global lists by @INvolvepeople, champion Senior Executives, Future Leaders and Advocates for people of color in business. (insert employee name) is committed to using their platform and influence to advocate for inclusion both within (insert company name) and beyond. It's great to see their incredible efforts celebrated within these lists.

You can view the full lists here: <https://bit.ly/EMEx22>

#EMRoleModels22

### **Post list launch – company page.**

A week ago, @INvolvepeople's Empower Role Model Lists 2022 supported by @YahooFinance launched, celebrating key individuals in business who are driving workplace inclusion.

If you missed the launch, you can view the full list here <https://bit.ly/EMEx22>

#EMRoleModels22

Launch day post – lister's personal account.

*For those on the Empower 100 Executives Role Model List:*

I am honored to be featured in @INvolvepeople's 2022 Empower Role Model Lists supported by @Yahoo Finance within the Executives List!

These global lists celebrate Role Models in business who are driving inclusion for people of color across business. Let's all work together to shift the needle towards inclusion within our businesses and create workplaces where everyone can succeed.

You can view the full lists here: <https://bit.ly/EMEx22>

#EMRoleModels22

*For those on the Empower 100 Future Leaders Role Model List:*

I am so proud to be featured within the 2022 Empower Role Model Lists supported by @YahooFinance! These global lists by @INvolvepeople champion trailblazers across businesses who are driving positive change for people of color in business.

It's great to be recognized alongside these global Future Leaders, and I cannot wait to drive further change both within my own company and beyond.

You can view the full lists here: <https://bit.ly/EMEx22>

#EMRoleModels22

*For those on the Empower 50 Advocates Role Model List:*

I am honored to be recognized as a Top 50 Advocate in this year's Empower Role Model Lists supported by @YahooFinance. These global lists by @INvolvepeople, champion Senior Executives, Future Leaders and Advocates for people of color in business.

It's vital that Advocates across business commit to using their platform, influence and sharing their expertise to advocate for inclusion both within their organizations and beyond.

It's great to see so many Advocates leading the way for change, and I am thrilled to be a part of such a fantastic list.

You can view the full lists here: <https://bit.ly/EMEx22>

#EMRoleModels22

### Managing Trolls / Negative Responses

The majority of listers who publicize their inclusion within the lists receive widespread praise and congratulations. However, in the unlikely event that you see a negative reaction (e.g. sustained trolling on social media) we and our PR team are available to help support and advise you. If you experience a reaction that upsets you and that you feel needs to be addressed please do get in touch with us an screenshot any of the responses so we can help.

## Imagery

We have created some visual graphics to help you share your news with your social media followers and networks.

All images can be downloaded here:

<https://empower.involverolemodels.org/media-resources/>







empower



yahoo!  
finance

---

# Advocate Role Model 2022



empower

---

# Role Model Lists



yahoo!  
finance