

PR and Media guidance for INvolve's **Empower Role Model Lists 2023**  
supported by YouTube.

Congratulations on being named as one of our 2023 Empower Role Models! Thank you for all the work that you do to create businesses where people of color can succeed.

In case you missed the announcement, we're thrilled to announce that our Empower Lists 2023 will be supported by our new media partner YouTube. We're excited to partner with YouTube and further amplify your recognition within this year's Lists through the use of impactful video content.

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 **Wednesday 24 May 06:01 BST / 01:01am ET**, so please don't pitch to journalists in advance or mention anything on social media before then.

## CONTENT

<b>Press Releases.....</b>	<b>3</b>
What is Involve doing to promote the Empower Role Models Lists?.....	4
Can I contact the media directly?.....	4
When can I release my own press release?.....	4
Do I need to get my press release approved?.....	4
How should I refer to the Empower Lists?.....	5
Can we see INvolve’s press release?.....	5
<b>Social Media.....</b>	<b>6</b>
Can I post on social media?.....	7
Twitter.....	8
Instagram.....	10
LinkedIn.....	11
Facebook.....	14
YouTube.....	17
Managing Trolls / Negative Responses.....	18
Social Media Graphics.....	19



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# PRESS RELEASES

## What is INvolve doing to promote the Empower Role Models Lists?

We will be making the announcement of the Empower Role Model Lists across our social media, and sharing the news with media outlets. 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 support from companies, Role Models and influential supporters.

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## 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 **Wednesday 24 May 06:01am BST / 01:01 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.

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## When can I release my own press release?

Any time after **Wednesday 24 May 06:01 BST / 01:01 ET**.

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## 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.

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## 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 supported by YouTube.**

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## 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 **Wednesday 24 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 leveraging their expertise and knowledge to drive impactful initiatives and strategic change within their organizations. It's vital that people of color across global organizations can succeed and achieve career success, and these Role Models are essential drivers of change who are smashing barriers to progress. We could not effect change without them leading the way."**



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# SOCIAL MEDIA

## Can I post of 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 **#EMRoleModels23** across all our social media posts.

To celebrate our partnership with YouTube we are also putting a big emphasis on video content for this year's launch and invite both Role Models and their companies to post a video to their YouTube channel, or send a video to us to publish – guidance below.

**Remember, please don't post on social media until after the embargo has lifted on Wednesday 24 May 06:01am BST / 01:01am ET.**

We have created some visual graphics to help you share your news with your social media followers and networks. **All images and editable files (psd) can be [downloaded here](#) or see the end of this guide for examples.**

## 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](#).

## TEMPLATE TWEETS

### COMPANY ACCOUNT

Thrilled to see (insert employee name) named in the @EMpoweriB Role Model Lists 2023 supported by @YouTube! 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/42IGgom> #EMRoleModels23

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### EXECUTIVE ROLE MODEL LISTER

Honored to be included in the 2023 @EMpoweriB 100 Executives Role Model List supported by @YouTube! Let's continue to work together to drive inclusion for people of color in business. <https://bit.ly/42IGgom> #EMRoleModels23

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### FUTURE LEADER ROLE MODEL LISTER

Proud to be named in the @EMpoweriB 100 Future Leaders Role Model List supported by @YouTube! Let's all keep working to drive inclusion across global businesses. <https://bit.ly/3NYMxbg> #EMRoleModels23

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## ADVOCATE EXECUTIVE ROLE MODEL LISTER

Honored to be included in the @EMpoweriB 50 Advocates Role Model List supported by @YouTube. Let's all commit to elevating and enabling diverse talent across our businesses. #EMRoleModels23 <https://bit.ly/3VW3Dsd>

## 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 #EMRoleModels23.

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 a link to the corresponding list in your Instagram bio:

For those on the **Empower 100 Executives Role Model List**: <https://bit.ly/44QaEPu>

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

<https://bit.ly/44SGhYQ>

For those on the **Empower 50 Advocates Role Model List**: <https://bit.ly/3MilOnM>

## LinkedIn

Please tag INvolve in your LinkedIn 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](#).

We generate a huge level of 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.

## TEMPLATE POSTS

### COMPANY PAGE: LAUNCH DAY

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

We are so proud to see (insert employee) featured in @INvolvepeople's 2023 Empower Role Model Lists supported by @YouTube! 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/3Bf44V0> #EMRoleModels23

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*For employees 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 @YouTube! 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/3HWREFm> #EMRoleModels23

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*For employees 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 @YouTube! 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/41xNDOJ> #EMRoleModels23

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### **COMPANY PAGE: POST LAUNCH**

A week ago, @INvolvepeople's Empower Role Model Lists 2023 supported by @YouTube 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/3Bf44V0> #EMRoleModels22

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### **EXECUTIVE ROLE MODEL LISTER: LAUNCH DAY**

I am honored to be featured in @INvolvepeople's 2023 Empower Role Model Lists supported by @YouTube 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 organizations and create workplaces where everyone can succeed.

You can view the full lists here: <https://bit.ly/3Bf44V0> #EMRoleModels23

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## FUTURE LEADER ROLE MODEL LISTER: LAUNCH DAY

I am so proud to be featured within the 2023 Empower Role Model Lists supported by @YouTube! 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/3HWREFm> #EMRoleModels23

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## ADVOCATE EXECUTIVE ROLE MODEL LISTER

I am honored to be recognized as a Top 50 Advocate in this year's Empower Role Model Lists supported by @YouTube. 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/41xND0J> #EMRoleModels23

## Facebook

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

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

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

We encourage our Role Models and their companies to shout about the Empower Role Model Lists on Facebook.

### COMPANY PAGE: LAUNCH DAY

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

We are so proud to see (insert employee) featured in @INvolvepeople's 2023 Empower Role Model Lists supported by @YouTube! 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/42GqMkG> #EMRoleModels23

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*For employees 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 @YouTube! 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/3NW71S8> #EMRoleModels23

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*For employees 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 @YouTube! 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/42ITUI7> #EMRoleModels23

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### COMPANY PAGE: POST LAUNCH

A week ago, @INvolvepeople's Empower Role Model Lists 2023 supported by @YouTube 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/42GqMkG> #EMRoleModels22

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### EXECUTIVE ROLE MODEL LISTER

I am honored to be featured in @INvolvepeople's 2023 Empower Role Model Lists supported by @YouTube 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 organizations and create workplaces where everyone can succeed.

You can view the full lists here: <https://bit.ly/42GqMkG> #EMRoleModels23

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## FUTURE LEADER ROLE MODEL LISTER

I am so proud to be featured within the 2023 Empower Role Model Lists supported by @YouTube! 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/3NW71S8> #EMRoleModels23

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## ADVOCATE EXECUTIVE ROLE MODEL LISTER

I am honored to be recognized as a Top 50 Advocate in this year's Empower Role Model Lists supported by @YouTube. 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/42ITUI7> #EMRoleModels23



## YouTube

As YouTube are our new media partner, we're keen to amplify the work being done by Role Models through impactful and innovative video content. We'd love for both Role Models and companies to create short videos celebrating their inclusion in the Empower Role Model Lists.

### For your own YouTube channel

If you already have your own YouTube channel then record a video or create a YouTube Short about your success and send us the link. We'll be sharing videos across our social media channels and can add yours to a playlist on our own channel.

Remember to use the **#EMRoleModels23** hashtag.

### Create a YouTube Short and share with us

We will be using YouTube Shorts to spotlight Empower Role Models on our YouTube channel. YouTube Shorts are short, snappy vertical videos for YouTube.

Some ideas for your YouTube Short celebrating your inclusion in the Empower Role Model List include:

1. Your response to being selected as an Empower Role Model
2. Why Role Models in business are so important
3. A key piece of practical advice for inclusion that you want to share with others

If you'd like to submit a video for our channel please do so by 22<sup>nd</sup> May and send to [marketing@involvepeople.org](mailto:marketing@involvepeople.org).

### Guidelines for creating a YouTube Short are as follows:

- **Videos must be less than 60 secs.** Your videos will be presented as a YouTube Short and therefore must abide by the time limit. Aim for a short and punchy video.
- **Videos must be filmed in portrait / vertically.** This is to ensure that your video is supported by YouTube Shorts.

## Managing Trolls / Negative Responses

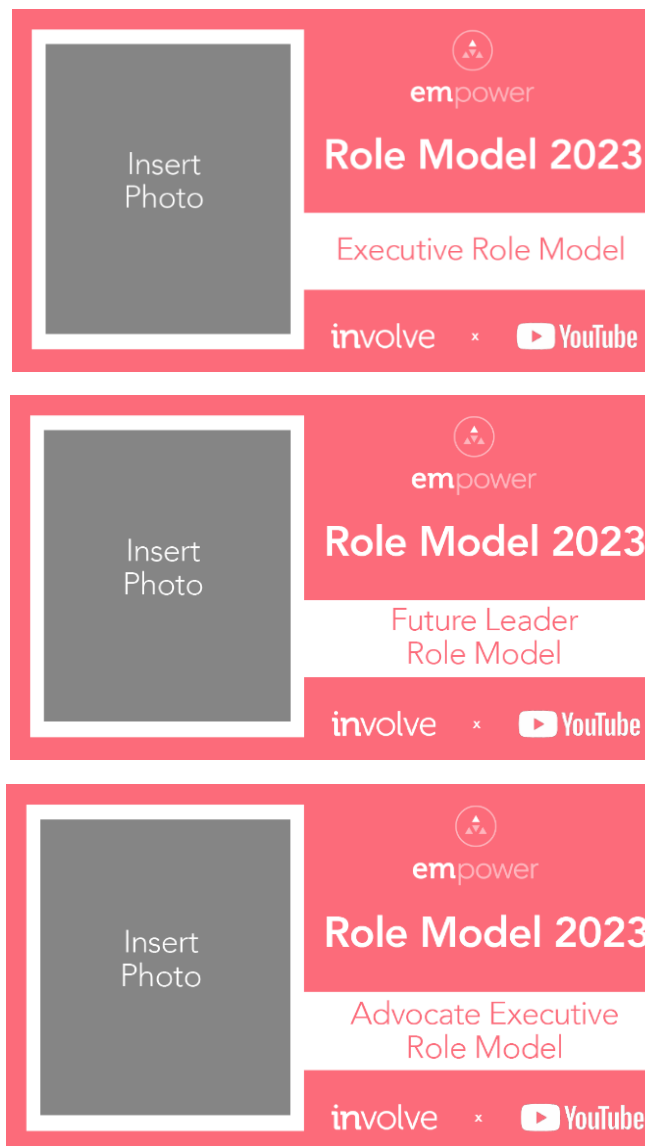
The majority of listers who publicize their inclusion within the lists receive widespread praise and congratulations. However, in the unlikely event that you see a negative reaction (e.g. sustained trolling on social media) we and our PR team are available to help support and advise you. If you experience 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.

## Social Media Graphics

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

All images and editable files (psd) can be [downloaded here](#).

Headshot graphics for each list (please use the editable psd file to upload your own headshot).





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## Role Model Lists

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involve x  YouTube



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## Executive Role Model 2023

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## Future Leader Role Model 2023

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## Advocate Role Model 2023

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involve x  YouTube