



**PR and Media guidance for INvolve's Empower Role Model Lists 2024 supported by YouTube.**

Congratulations on being named as one of our 2024 Empower Role Models! Thank you for all the work that you do to create businesses where people of color can succeed.

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 document that provides guidance to help you promote your place within these global Lists.

The golden rule is that the lists remain **100% confidential** until they are officially released on **Wednesday 22 May 06:01 BST / 01:01am ET**, so please don't mention anything on social media before then.

# CONTENT

**Press Releases..... 3**

- 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

**Social Media..... 6**

- 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



empower

**PROMOTION**

## **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. We activate a huge amount of activity across our own LinkedIn, Instagram, YouTube and Facebook channels.

The Lists launch will also be shared across our global mailing list which reaches thousands of individuals – from leaders to business networks.

---

## **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 the Empower Lists. Please, make sure that they respect the embargo and do not publish anything about your inclusion until the lists are live on **Wednesday 22 May 06:01am BST / 01:01 ET**.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.

---

## **When can I release my own press release?**

Any time after **Wednesday 22 May 06:01 BST / 01:01 ET**.

---

## **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 [emnominations@involvepeople.org](mailto:emnominations@involvepeople.org) if you’d like to share a copy of your press release with us.

## How should I refer to the Empower Lists?

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

- The Executives List is called: **Empower Executives Role Model List.**
- The Advocates List is called: **Empower Advocates Role Model List.**
- The Future Leaders List is called: **Empower 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.**

---

## Quote from INvolve

We are happy to provide a quote from our Founder & CEO Suki Sandhu OBE that you can use within your press release if you would like to.

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.”**



empower

# 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 edit these and/or create your own and cite the list correctly (as stated above), tag INvolve so we can share and boost your posts and use the hashtag **#EMRoleModels24** across all our social media posts.

To celebrate our partnership with YouTube we are also putting a big emphasis on video content for the 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 on our channel – guidance below.

**Remember, please don't post on social media until after the embargo has lifted on Wednesday 22 May 06:01am BST / 01:01am ET.**

### **GRAPHICS TO USE ON SOCIAL MEDIA**

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.**

## X

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

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

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

## TEMPLATE POSTS

### **COMPANY ACCOUNT**

Thrilled to see (insert employee name) named in the @EMpoweriB Role Model Lists 2024 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/4aZsguS>  
#EMRoleModels24

---

### **EMPOWER EXECUTIVE ROLE MODEL**

Honored to be included in the 2024 @EMpoweriB 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/4aZsguS> #EMRoleModels24

---

### **EMPOWER FUTURE LEADER ROLE MODEL**

Proud to be named in the @EMpoweriB Future Leaders Role Model List supported by @YouTube! Let's all keep working to drive inclusion across global businesses.  
<https://bit.ly/4aZsguS> #EMRoleModels24

---

### **EMPOWER ADVOCATE ROLE MODEL**

Honored to be included in the @EMpoweriB Advocates Role Model List supported by @YouTube. Let's all commit to elevating and enabling diverse talent across our businesses.  
<https://bit.ly/4aZsguS> #EMRoleModels24



## Instagram

Please tag INvolve's Instagram account in your posts and/or stories so we can interact with your content.

INvolve Instagram account: [@INvolve.people](#). Linked [here](#).

### TEMPLATE INSTAGRAM POSTS

#### **COMPANY PAGE: LAUNCH DAY**

We are so proud to see (insert employee) featured in [@INvolve.people's](#) 2024 Empower Role Model Lists supported by [@YouTube](#)! These global lists celebrate Role Models in business who are driving inclusion for people of color in business. It's brilliant to see (insert employee name) recognized for their incredible achievements within the Lists, congratulations!

You can view the full lists via the link in our bio. #EMRoleModels24

**Link to be used:** <https://bit.ly/3UGC6Mw>

---

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

I am honored to be featured in [@INvolve.people's](#) 2024 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 via the link in my bio. #EMRoleModels24

**Link to be used:** <https://bit.ly/3UGC6Mw>

---

#### **FUTURE LEADER ROLE MODEL LISTER: LAUNCH DAY**

I am so proud to be featured within the 2024 Empower Role Model Lists supported by [@YouTube](#)! These global lists by [@INvolve.people](#) 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 via the link in my bio. #EMRoleModels24

**Link to be used:** <https://bit.ly/3UGC6Mw>

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

I am honored to be recognized as an Advocate in this year's Empower Role Model Lists supported by @YouTube. These global lists by @INvolve.people, 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. People of color still face historic barriers to progress within the workplace, and it's important for those with the power to do so to reshape businesses so that they are conducive to everyone's success.

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 via the link in my bio. #EMRoleModels24

**Link to be used:** <https://bit.ly/3UGC6Mw>

---

## 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.

The posts below can also be used to share the news on Facebook. The INvolve Facebook page is linked [here](#).

## TEMPLATE POSTS

### **COMPANY PAGE: LAUNCH DAY**

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

We are so proud to see (insert employee) featured in @INvolvepeople's 2024 Empower Role Model Lists supported by @YouTube! These global lists celebrate Role Models in business who are driving inclusion for people of color in business. It's brilliant to see (insert employee name) recognized for their incredible achievements within the Executives List, congratulations!

You can view the full lists here: <https://bit.ly/3xZv6Sh> #EMRoleModels24

---

*For employees on the Empower Future Leaders Role Model List:*

We are so proud to see (insert employee name) featured as a Future Leader 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/4a2F1nk> #EMRoleModels24

---

*For employees on the Empower 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/3UIMUtM> #EMRoleModels24

---

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

A week ago, @INvolvepeople's 2024 Empower Role Model Lists 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/3xZv6Sh> #EMRoleModels24

---

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

I am honored to be featured in @INvolvepeople's 2024 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/3xZv6Sh> #EMRoleModels24

---

### **FUTURE LEADER ROLE MODEL LISTER: LAUNCH DAY**

I am so proud to be featured within the 2024 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/4a2F1nk> #EMRoleModels24

---

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

I am honored to be 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.

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. People of color still face historic barriers to progress within the workplace, and it's important for those with the power to do so to reshape businesses so that they are conducive to everyone's success.

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/3UIMUtM> #EMRoleModels24

## YouTube

With YouTube as our 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, please feel free to record a video or create a YouTube Short about your success and share this on your social media accounts on launch day. Do tag us into your posts whether they are on LinkedIn, Twitter, or Instagram as we'd love to be able to interact with your video content and amplify your recognition.

Remember to use the **#EMRoleModels24** 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. We've linked two examples of YouTube Shorts created by our Role Models [here](#) and [here](#).

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 **Friday 17 May** and send it across to [marketing@involvepeople.org](mailto:marketing@involvepeople.org). If your file size is too big to attach to an email, please use WeTransfer to create a link, that you can then insert into an email and send across.

Please note that if you send your video after the deadline, we cannot guarantee it will be ready for sharing on launch day 22 May.

### 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.
  - Videos must be unedited. Please ensure that your video is unedited. We will add your name card to the video before it is shared on our YouTube channel and YouTube will automatically add subtitles to your video when they are uploaded.
- 

## 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 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).







empower

# Future Leader Role Model 2024

---

involve x  YouTube



empower

# Executive Role Model 2024

---

involve x  YouTube



empower

# Advocate Role Model 2024

---

involve x  YouTube