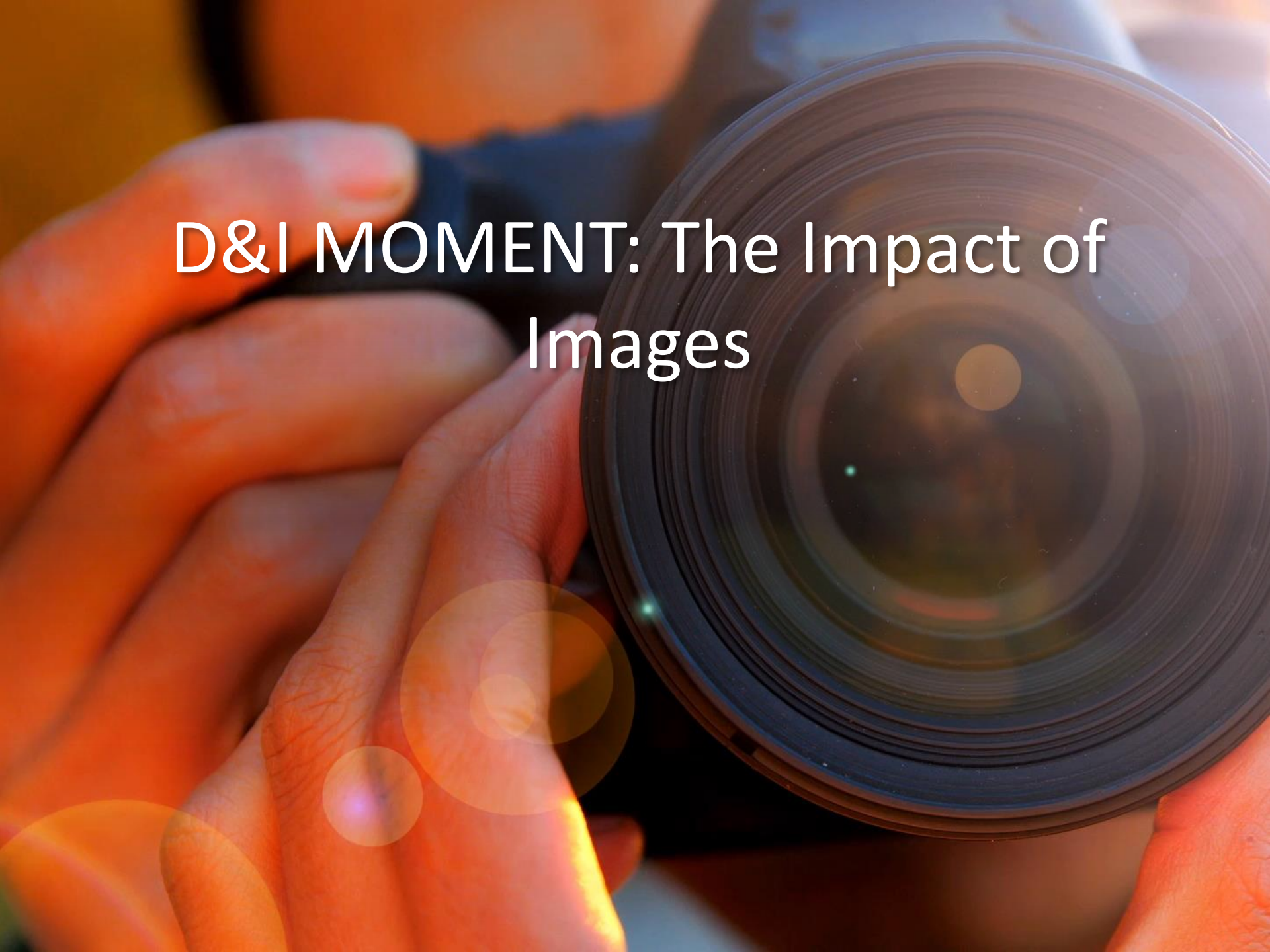


A close-up photograph of a hand holding a camera lens. The lens is dark and has several concentric rings. The background is a warm, orange-toned bokeh with several out-of-focus light spots. The text "D&I MOMENT: The Impact of Images" is overlaid in white, sans-serif font.

D&I MOMENT: The Impact of Images

The Power of Images in Communication

- • The images we use in our communications shape perceptions.
- • Visual representation influences inclusivity and diversity.
- • Using the right images fosters a more welcoming and equitable environment.
- • Organizations must be mindful of the implicit messages conveyed through visuals.

Which Images Should Be Avoided?

- Images that reinforce stereotypes or exclude diversity.
- Overuse of traditional, gendered, or biased visuals.
- Lack of representation for people with disabilities or different ethnic groups.
- Stock images that appear inauthentic or staged.



Best Practices for Inclusive Images

- Use images that represent diverse backgrounds, cultures, and abilities.
- Ensure images reflect real-world diversity in gender, age, ethnicity, and physical abilities.
- Choose visuals that promote inclusivity without tokenism.
- Avoid clichés or overly polished corporate images—authenticity matters.



Examples: Inclusive vs. Non-Inclusive Imagery



- COMPARE IMAGES THAT REFLECT DIVERSITY WITH THOSE THAT DO NOT.



- IDENTIFY HOW SMALL CHANGES IN VISUALS CAN MAKE A BIG DIFFERENCE.



- ENCOURAGE TEAMS TO REVIEW IMAGERY CHOICES CRITICALLY BEFORE PUBLICATION.



- PROMOTE AN ONGOING DIALOGUE ON DIVERSITY IN MEDIA AND MARKETING.

Final Thoughts: Why It Matters

- Inclusive images foster belonging and respect.
- Organizations must be intentional in their visual storytelling.
- Diverse representation in media is key to building an equitable society.
- Let's commit to improving the way we represent diversity in communications.

