**SAMPLE GDIB 2016 PRESS RELEASE TEMPLATE**

**EXPERT PANELIST**

**[Your Name], Diversity & Inclusion Expert Panelist: “We’ve Identified What Works”**

*Many organizations have been engaged in diversity & inclusion (D&I) work for a long time – some with success and others with disappointing results. Others are just getting started. How does an organization know if its D&I program will work?* ***[Your Name]****, along with 94 other Expert Panelists from organizations of all sizes, types, industries, sectors, and locations, have reached agreement on what makes for success in* Global Diversity and Inclusion Benchmarks: Standards for Organizations Around the World (GDIB).

In its tenth year anniversary 2016 edition, released globally on March 28, the [Global Diversity and Inclusion Benchmarks](http://diversitycollegium.org/globalbenchmarks.php) provides updated benchmarks, keeping pace with present-day, real world matters. Driven by the two ultimate goals of diversity and inclusion – improving organizational performance while also creating a better world – GDIB is research-based and practical. Lynda White, president of The Diversity Collegium, primary sponsor of the GDIB, states “The GDIB describes what is necessary to do D&I work well, so that both the organization and community and world goals can be achieved. Effective D&I work is achievable when it is strategic, tied to the mission and goals of the organization, led with competence and care, and implemented in a sustainable manner. The GDIB tells us what works. The Diversity Collegium is dedicated to supporting the best D&I work possible – we’re focused on making it happen.”

Agreed upon by [ninety-five Expert Panelists and two authors](http://diversitycollegium.org/expertpanelists.php), the 266 benchmarks encompass fourteen categories with five progression levels: Inactive, Reactive, Proactive, Progressive, and Best Practices. The GDIB is offered through [The Diversity Collegium](http://diversitycollegium.org/globalbenchmarks.php) website at no cost to the user, along with customizable [GDIB user tools](http://diversitycollegium.org/usertools.php), applications, and articles.

[insert own quote here], says [Your Name], GDIB Expert Panelist. The GDIB is applicable to any sector and customizable to any type of organization, big or small. The benchmarks provide a comprehensive perspective on managing diversity and fostering inclusion. “We have truly identified successful D&I work. We’ve tackled it from all angles, perspectives, and employee levels. We have provided the framework that eliminates any guess work,” [Your Last Name] adds.

[Your Name] currently serves as [position/role], in [organization name – embed org link here]. She also serves as [position/role] in [advisory board/committee/organization]. [Your Last Name] has [xx] degree from [institution].

Read original [Global Diversity & Inclusion Benchmarks Press Release here.](http://www.prweb.com/releases/2016/03/prweb13274061.htm)

ADDITIONAL MEDIA TIPS:

Don’t forget to generate social media buzz for your press release.

**Facebook Publicity Tips:**

* Link your story in your Organization’s Facebook status – promoting your news to your whole network (including bloggers and reporters) in a single click
* Share a compelling fact from your story – a statistic, a quote or intriguing fact – and make that the focus of your post
* Ask for a Like!
* Share your news on your personal page, too – as organizational policy permits.

**Twitter Publicity Tips:**

* Tweet your story link. Then follow up with a couple more tweets over several days to create more traction and reach more people. Vary your headline and be careful not to overdo the frequency.
* Promote those who promote you. Got a retweet of your story? Acknowledge it with a simple thank-you, allowing for a second re-tweet again.
* Use appropriate #hashtags with your story. When tweeting your story to your followers, categorize it by adding a hashtag (the ‘pound sign’) to a word or phrase relating to your story or industry.