

## TIPS FOR SPREADING THE WORD

### ABOUT THE GDIB

As a GDIB Expert Panelist and or GDIB USER – here are some tips to help share the exciting news and wealth of the (FREE) Global Diversity & Inclusion Benchmarks!

1. **Add the GDIB link to your organization website**, identifying the GDIB as a resource you use; identifying you as an Expert Panelist; and or identifying you as a GDIB User:  
<http://diversitycollegium.org/globalbenchmarks.php>
2. **Add the GDIB logo to your email signature address**, identifying you as an Expert Panelist: for details, see “USING THE GDIB LOGOS, MODELS AND OTHER GRAPHICS” and “The GDIB Style Guide”
3. **For GDIB and diversity-related articles**, distribute your news article(s) to:
  - Your organization newsletter and other communications vehicles
  - Boards, committees, or other organization affiliates
  - Your local (or alumni) school, college, and educational institutions
  - Local and regional news sources (print and web)
4. **Don't forget to generate social media buzz for your articles and press releases:**
  - a. **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.
  - b. **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.