In an increasingly culturally diverse and global communication environment, theories and practices should reclaim the nuances of lived experiences and personal identities that impact how individuals select, receive, react to, and process messages. (Vardeman-Winter, 2011, p. 415)

How Strategic Communication can Mobilize Social Movements by Reaching Underrepresented Groups:

1. First, public relations research should reflect the importance of knowing the individual – from understanding the intersectionality of targeted publics’ identities, to telling the stories of individual experiences.

2. Second, new tools and technologies are providing a new, more powerful voice for diverse groups. Not only is it instructive to investigate how organizations advocating for these groups use these new tools, it also is instructive for more-traditional organizations to learn how to listen and engage those diverse voices as appropriate.

3. Finally, this research raises new questions regarding communication strategy itself, and the benefits of a public-focused grassroots, ground-up approach to communication.

Four in 10 Black and Hispanic practitioners feel they are not treated with genuine respect. (Appelbaum, Walton, & Southerland, 2015, p. 7).

BEST PRACTICES IN DIVERSITY

Focus on message development and executive coaching.

Partner with all functions that play a role in diversity, from the C-suite and human resources to help retain the value of diversity.

Leadership is key. They must reflect diversity, champion diversity efforts, and be visibly involved in the process.

Create an inclusive dialogue and maintain that dialog over the long term as part of daily organizational life, approaching diversity as something valued rather than managed.

SOURCES:


Thanks to our partner: Institute for Public Relations

Read the full paper online at www.InstituteForPR.org