



PROUT AT WORK

**SOCIAL MEDIA CAMPAIGN FOR IDAHOBIT 2021
#QUEERATWORK**

May 2021

**ANDERS.
ZUSAMMEN.
ARBEITEN.**

IDAHOBIT 2021

- The International Day against Homophobia, Bisexuality, Inter- and Transphobia has been celebrated annually on May 17 since 2005. The day focusses on the ongoing discrimination against the LGBT*IQ community and wants to raise awareness.
- May 17 marks the day that the WHO removed homosexuality from the diagnostic code for diseases in 1990.
- **We invite all LGBT*IQ people as well as all PROUT EMPLOYERS to participate in a joint social media campaign for this year's IDAHOBIT.**
- **Initiator:** PROUT AT WORK-Foundation
- **Idea:** MagentaPride - LGBT*IQ employee network of Deutsche Telekom

A person with curly hair, wearing a light pink top, is holding a white rectangular sign. The sign has a vertical rainbow-colored bar on its left edge. The text on the sign is in bold black font.

#IDAHOBIT2021
#QueerAtWork

First and last name
Company name

#QUEERATWORK

- We call on all LGBT*IQ employees, regardless of the company to post a portrait photo with the hashtag **#QueerAtWork** on social media on IDAHOBIT.
- In addition, the following statement should be added to the posting text:

*I am #QueerAtWork and stand for diversity and equal opportunities! Exclusion and violence affect many people within the LGBT*IQ community - especially those who experience multiple discrimination e.g., because of their skin color or ethnic background. This must change!*

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PROCEDURE

- Everyone posts the photo on their private social media channels in accordance with the communication guideline on May 17, 2021.
- In addition, corporate channels will post photos of participating employees in a public-facing #RoleModel and/or a collage of the participating members of your organization/company.
- If possible, provide the photo PROUT AT WORK by mail in advance for use within the planned accompanying media campaign. By sending us the photo, you agree to its publication on our social media channels. In addition, you can send us the provided letter of agreement.
- All postings will be collected via a social media wall through the Hashtag #QueerAtWork, thus highlighting the impact.
- With these slides, we will also send you the communication guideline, which ensures consistent communication.

BACKGROUND

- Collectively naming existing discrimination is an important part of raising awareness of the issue among the general population.
- Only those who are aware of the existing forms of discrimination can actively advocate for change.
- The joint campaign with as many participants as possible and the resulting visibility empowers others.
- Visible role models help LGBT*IQ people who are not outed on their way to coming out.
- By participating, companies communicate internally and externally that they provide a safe environment for LGBT*IQ people and actively oppose homophobia, biphobia, interphobia and transphobia.



HOW YOU CAN SUPPORT THE CAMPAIGN

SUPPORT

- Position the company internally as a supporter of the campaign and call on your employees and executives to participate.
- Promote the campaign on your internal channels.
- If we know in advance that your employees will participate, we can communicate this to the press.
- Use the campaign to effectively position yourself internally and externally against LGBT*IQ discrimination!



WE LOOK FORWARD TO WORKING WITH YOU! DEVELOPING WORKPLACE DIVERSITY

Let's get in touch:



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