



Vocal Allyship Through Social Media

Training • Empowering Advocates in Your Organization

2022
JUNE

INTENTION for this LEARNING EXPERIENCE

Real inclusion is all about how you make people feel.

Cultivating active, vocal allies in your organization is a heartfelt demonstration of your organizational commitment to building a culture where everyone feels successful and safe. Diversity-by-the-numbers is not enough. This dynamic learning program strives to unpack allyship, embolden allies within your company and strengthen psychological safety and belonging within your culture.

Dynamic Learning Program: Becoming a Vocal Ally on Social Media

Goals

Unpack | open an honest dialogue about what it means to be a real ally, on all platforms. Surface misconceptions and fears, and address them in a safe space.

Embolden | provide ideological and tactical guidance to build ally confidence and foster in meaningful collaboration & co-creation throughout the program.

Strengthen | activate individual and group ally journey maps, leveraging new technologies to share stories and make an impact.



INCLUDED -

- Defining Key Terms
- Allyship Education
- Social Media Training
- Personal Brand Coaching
- Content Creation
- Facilitated Dialogue
- Group Activities
- Takeaway Activities
- Participant Support for Content Creation
- Networking Coaching
- Technical Set-Up of Ally Platforms
- Planning & Roadmapping
- Tools to Share Best Practices

Outcomes



Informed & Confident Allies

Program participants leave feeling ready to be active, vocal allies inside and outside the organization.



An Organizational Approach to Social Allyship

Allies become champions and amplify best practices to the rest of your company.



Stronger Inclusion Across Workplace Culture

A culture of allyship means heightened belonging and psychological safety.



6 week program
1 hr session per week

Methodology

A combination of instruction, facilitated dialogue, collaboration activities (like, breakout rooms, surveys and sharing sessions).

The intent of the program is to enable participants to be co-creators in their unique, personalized approach to allyship, while learning how to create a safe space for others to do the same.

SESSION OUTLINE

DYNAMIC LEARNING PROGRAM

ALLYSHIP

This six-week program is comprised of 6 one-hour long sessions, focusing on key areas of active allyship. Sessions are designed to be remote, leveraging collaboration technologies to create interactivity.



1

Unpacking Allyship

The difference between active and performative.

2

Uncover Your Ally Voice & Amplifying Others

Finding the right way for you to be an active ally.

3

Tools to be Safe on Social

Things to consider, when to engage and how to respond.

4

Practical Component #1

Choose your platforms and activating your ally presence.

5

Practical Component #2

Create your first piece of ally content and connect with your network.

6

Wrap Up

Key learnings, group planning session, final share.