



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.

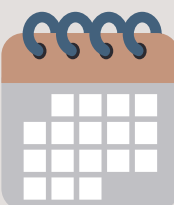


INCLUDED -

- 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.