

Video Title: Utilizing Inclusive Language in Email

Target Audience: All employees, including management.

Learning Objectives:

1. Use techniques discussed to promote inclusivity in your own communication at work.

Outline:

- Introduction
- Effects of non-inclusive E-mail
- Three steps to consider
 - Avoid stereotypes and assumptions
 - Use gender-neutral language
 - Be mindful of culturally diverse references
- Inclusiveness checkers
 - Microsoft 365
 - Alex
- Review
- Conclusion

Seat Time: 4 minutes

Directions for Reviewer(s):

- Please focus on the accuracy and completeness of the content during this review cycle
- Text in the Script/Audio section will be narrated audio
- Capitalization isn't important in the Script/Audio section, but will be necessary in the On Screen Text (OST) section
- Information inside brackets [] will not be displayed with OST

Font:

Montserrat Medium

Background Music:


Future Love found on Pixabay - level: 9% with a fade in and out at start and end


Narration:

Danielle - Amazon Polly


Images and videos (tutorials not included):

Canva

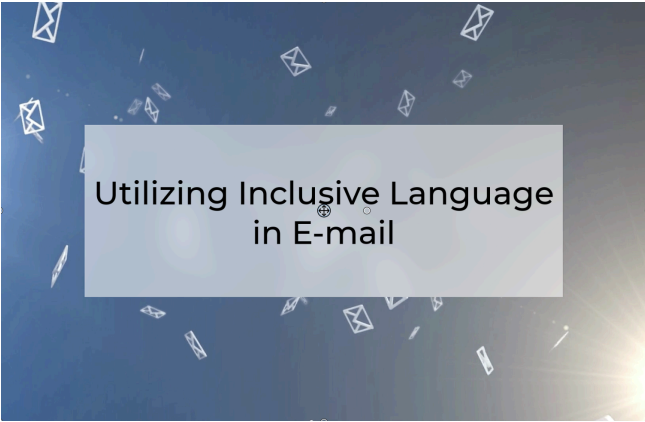
Scene # 1 - Introduction	
Thumbnail	FX / Action / Animation / Media / B-Roll
	Fade in on video of hands typing on keyboard. Fade out after ~ 4 seconds
On Screen Text (OST)	Script / Audio
	In diverse workplaces, respect and inclusivity are vital.

Scene # 2 - Introduction	
Thumbnail	FX / Action / Animation / Media / B-Roll
	Fade in on video of a person typing on a keyboard in the office. Fade out after ~ 5 seconds
On Screen Text (OST)	Script / Audio

	The language we choose affects how we are seen, impacts relationships, and strengthens or weakens professional connections.
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Scene # 3 - Introduction	
Thumbnail	FX / Action / Animation / Media / B-Roll
	Fade in on video of coworkers chatting during a meeting in the office. Fade out after ~ 6 seconds
On Screen Text (OST)	Script / Audio
	When composing emails, using inclusive language is crucial in recognizing and respecting colleagues' diversity.

Scene # 4 - Introduction	
Thumbnail	FX / Action / Animation / Media / B-Roll



Fade in on video of email icons flying out from the center of the screen


Transparent text box appears in center of the screen and is used for title which fades in and out followed by the learning objective that fades in and out

On-screen text is size 82



Blur region and use opacity 100%

On Screen Text (OST)	Script / Audio
[TITLE]	The main goal of this video is to give you practical tools to make your emails more inclusive.

Utilizing Inclusive Language in E-mail [LEARNING OBJECTIVE] Use these techniques to promote inclusivity in your own communication at work	By the end, you'll be able to use these techniques to promote inclusivity in your own communication at work.
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Scene # 5 - Effects of non-inclusive E-mail	
Thumbnail	FX / Action / Animation / Media / B-Roll
	Two videos fade in and out of upset people reading poorly written E-mails within a 15 second timeframe
On Screen Text (OST)	Script / Audio
	Not writing emails with inclusive language can result in poor teamwork and collaboration,

	employees feeling excluded and devalued, and in some cases, there can be legal consequences. Here are some steps to consider:
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Scene # 6 - Three steps to consider	
Thumbnail	FX / Action / Animation / Media / B-Roll
 	<p>Image of a phone on the right side of slide fades on, followed by text in the bottom left corner</p> <p>Image of a person feeling excluded fades on, followed by an image of a chalkboard with the word "Team" on it</p>



On Screen Text (OST)

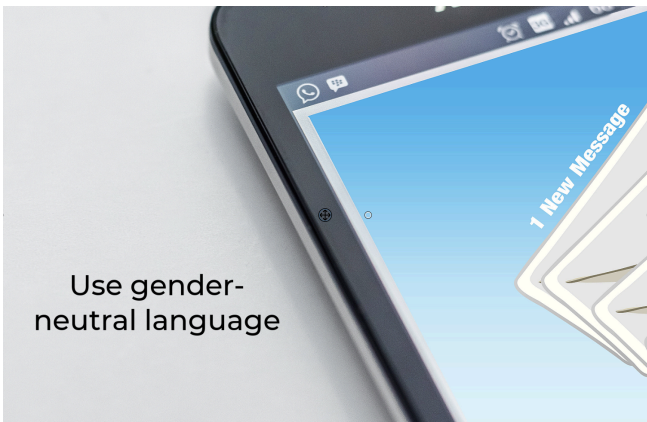
[Centered, bottom left]
Avoid stereotypes and assumptions

Script / Audio

Avoid stereotypes and assumptions. For instance, instead of referring to a group of colleagues as "guys" or "ladies," use terms like "team" or their specific job titles.

Scene # 7 - Three steps to consider

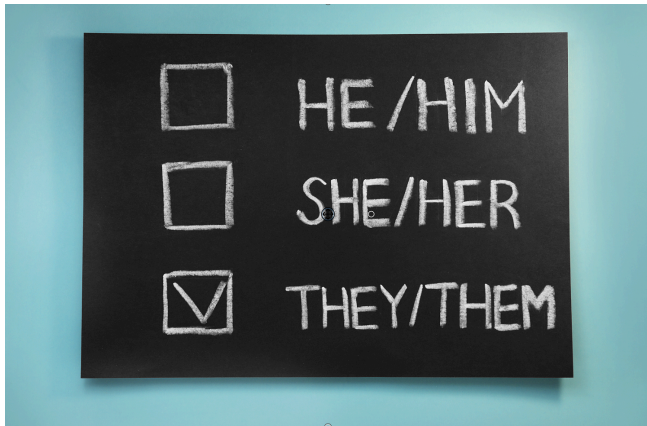
Thumbnail



FX / Action / Animation / Media / B-Roll

Image of a phone on the right side of slide fades on, followed by text in the bottom left corner

Image of gender pronouns fades on with timing of audio



On Screen Text (OST)

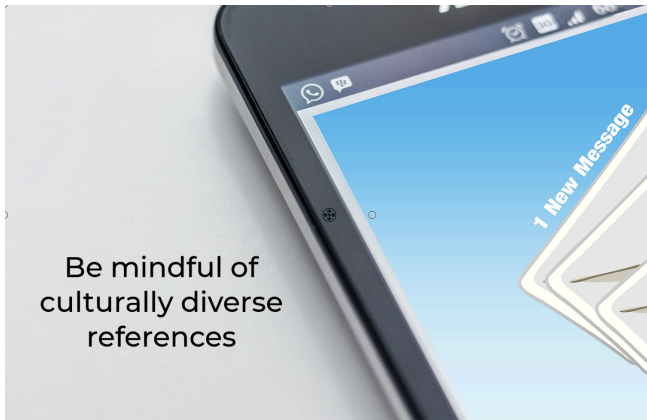
[Centered, bottom left]
Use gender-neutral language

Script / Audio

Use gender neutral language. For example, replace "him and her" or "his and hers" with "they" or "theirs."

Scene # 8 - Three steps to consider

Thumbnail

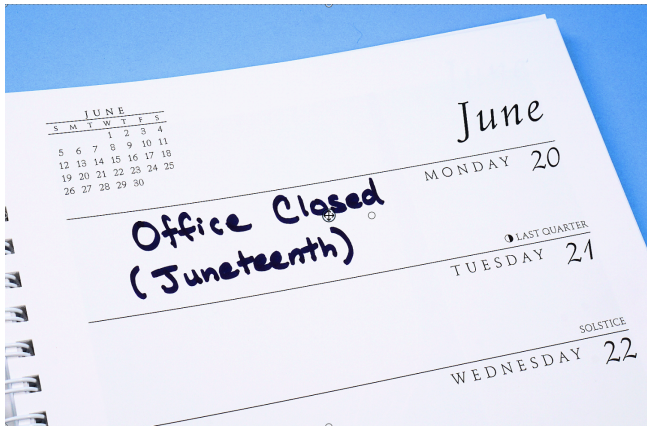


FX / Action / Animation / Media / B-Roll

Image of a phone on the right side of slide fades on, followed by text in the bottom left corner

Image of open planner fades on showing the holiday Juneteenth and fades off


Image of a person holding a calendar with the Ramadan holiday marked fades on screen, and a zoom-in is applied with a box around the holiday, before fading out



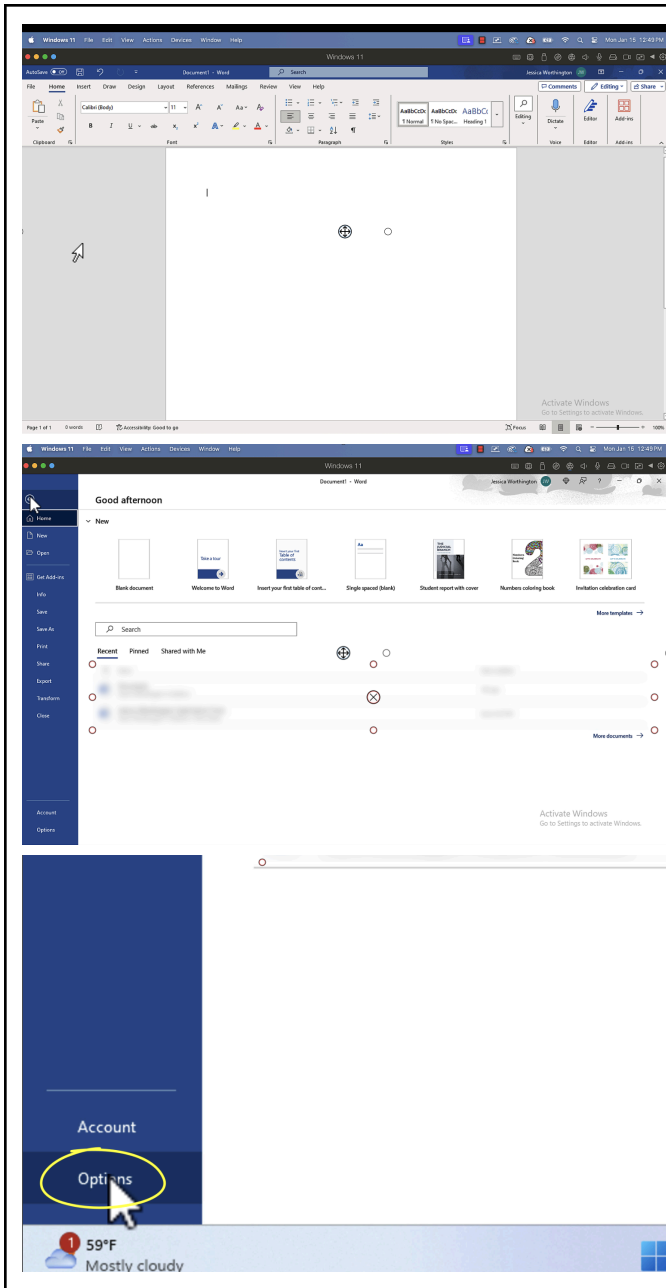
On Screen Text (OST)

Script / Audio

<p>[Centered, bottom left] Be mindful of culturally diverse references</p>	<p>And be mindful of culturally diverse references. Be aware of holidays, traditions, and cultural sensitivities, ensuring your language doesn't exclude or undermine anyone's values or beliefs.</p>
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Scene # 9 - Inclusiveness checkers	
Thumbnail	FX / Action / Animation / Media / B-Roll
	<p>Video fades in of person in wheelchair looking at the camera and fades out after ~ 4 seconds</p>
On Screen Text (OST)	Script / Audio
	<p>Here are two additional steps you can take to ensure that your emails are inclusive and respectful.</p>

Scene # 10 - Inclusiveness checkers - Microsoft 365	
Thumbnail	FX / Action / Animation / Media / B-Roll



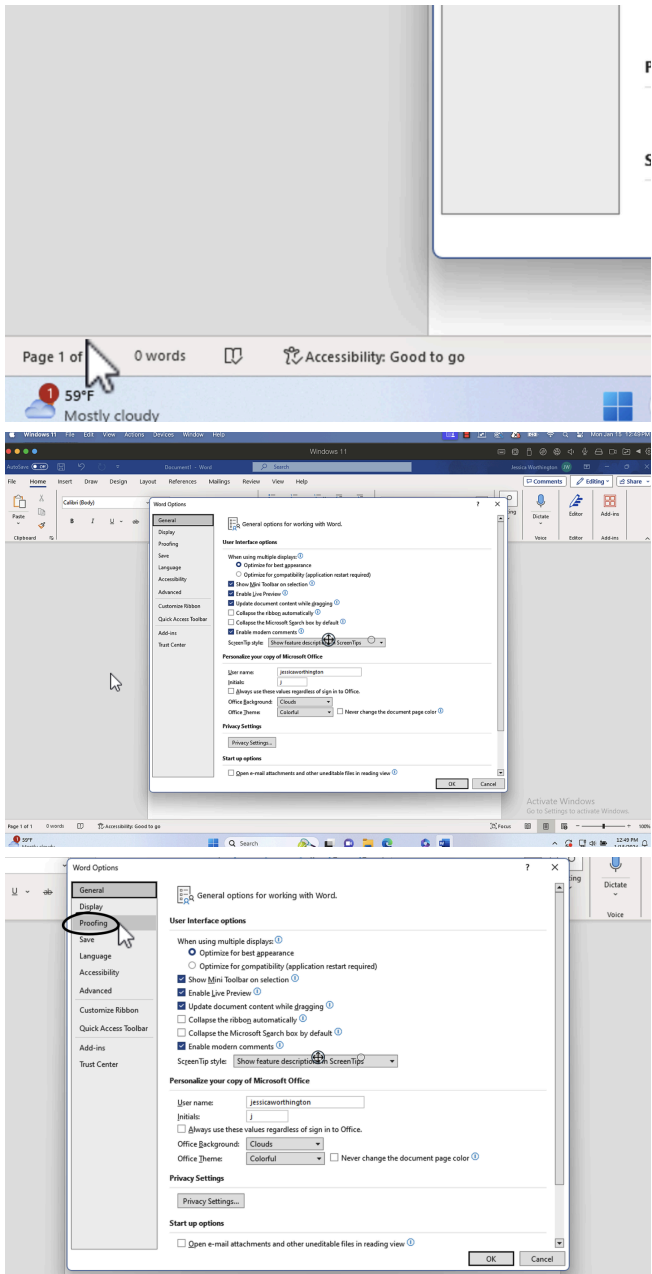
Tutorial fades in

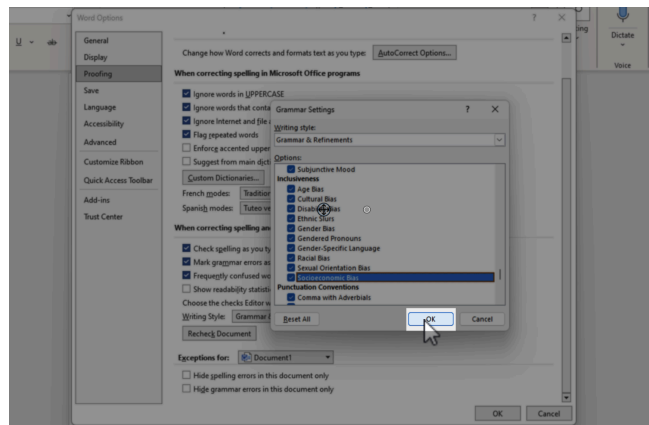
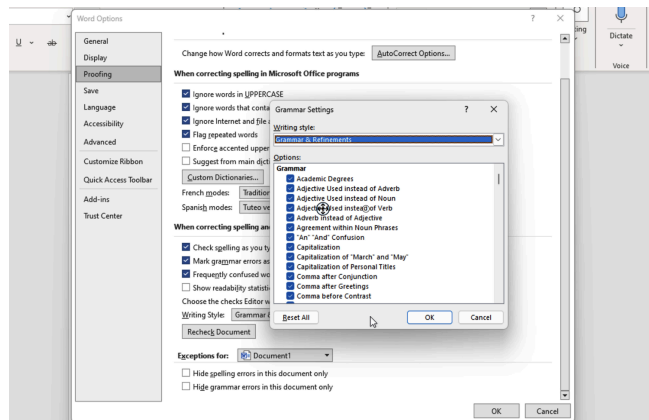
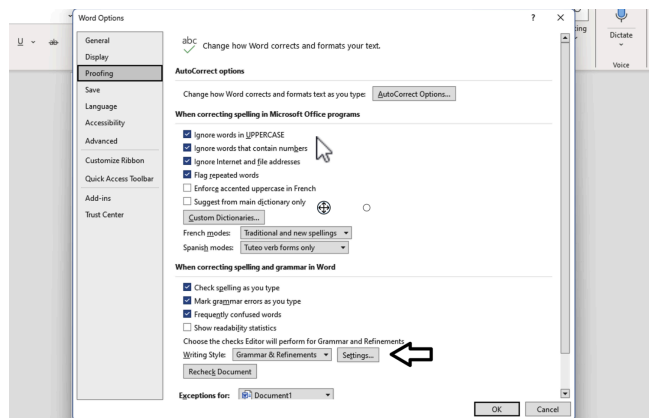
Steps are timed with audio

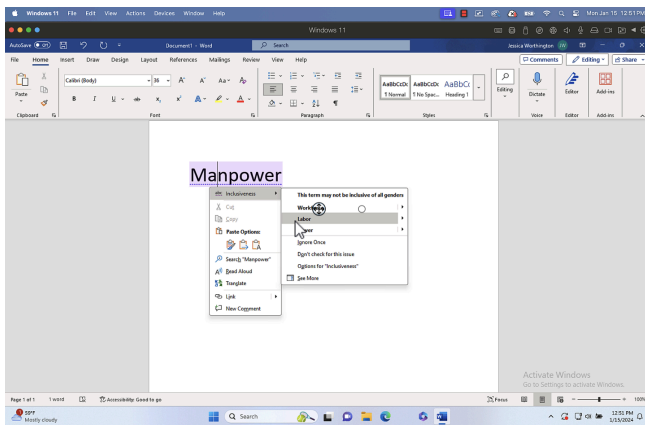
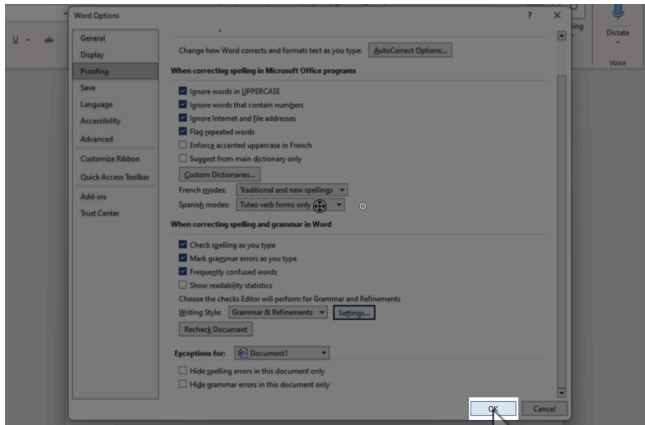
Thumbnails provide information on when zoom-in and out is used, arrow and circles around words, followed by lightboxes around "ok" buttons

At 2:02 - clip speed increases by 3x until all boxes are checked

Tutorial fades out







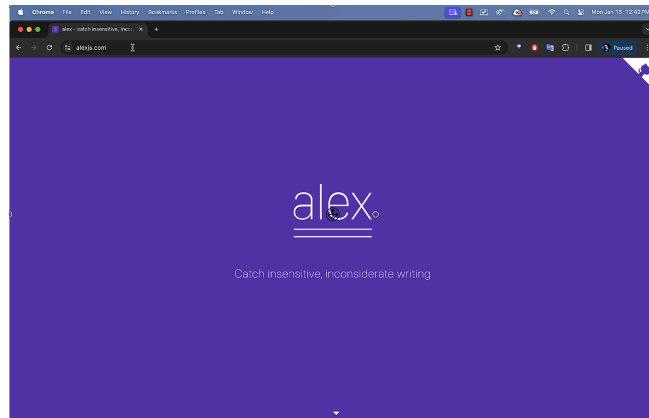
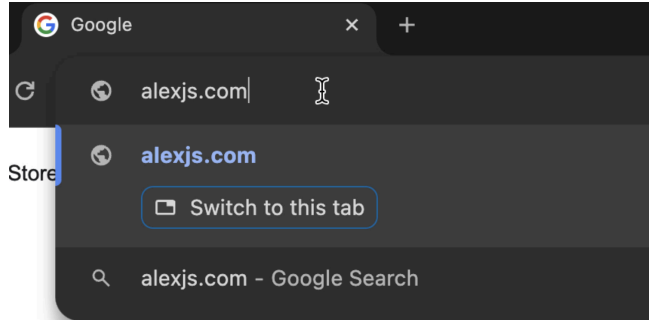
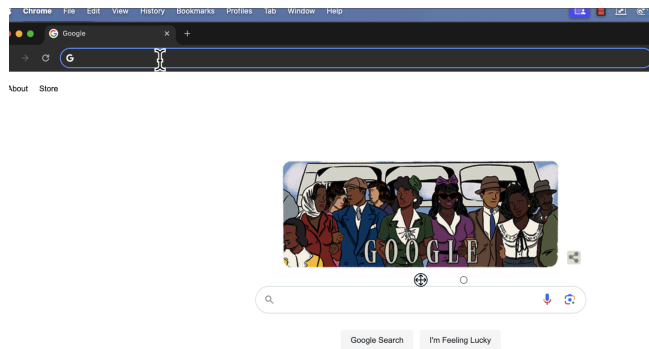
On Screen Text (OST)

Script / Audio

Open Microsoft three sixty five and click on “Options” in the bottom left hand corner. From there, you will find a tab that says “Proofing”. Click on that tab and scroll down to where you see the button settings. Once you have clicked on settings, you will scroll down until you reach a section titled “Inclusiveness”. Make sure each box under this section is checked. If not, go ahead and click on them. Then you’ll press ok and begin writing. Words that are not inclusive will be highlighted in purple. Right clicking on these words will give you inclusive suggestions to take.

Using multiple sources to check your language is always the best practice.

Thumbnail



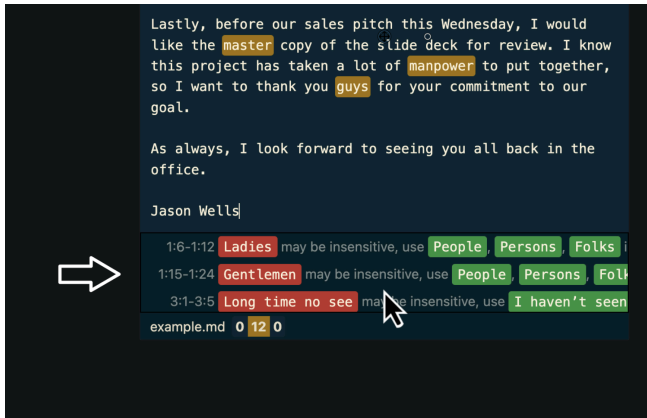
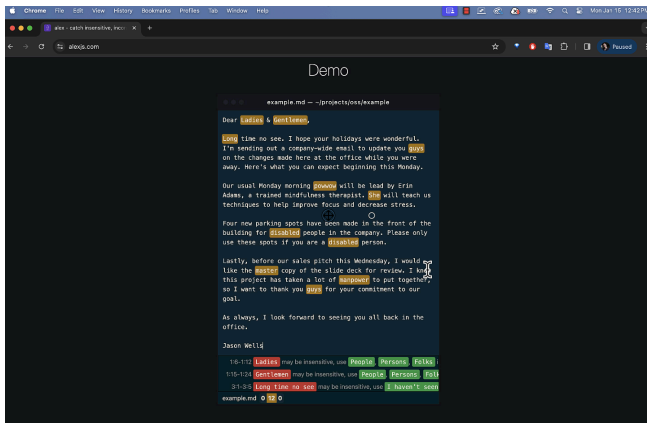
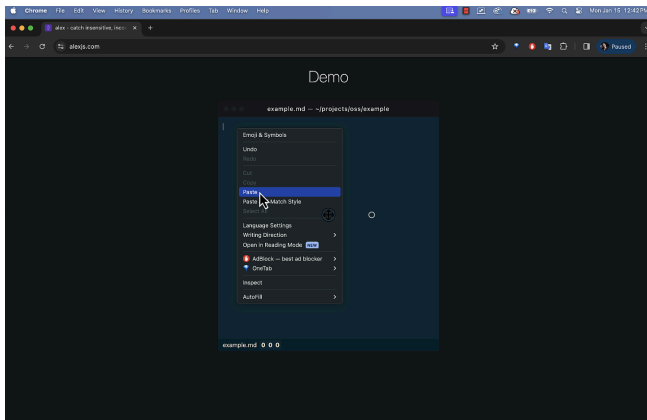
FX / Action / Animation / Media / B-Roll

Tutorial fades in

Steps are timed with audio

Thumbnails provide information on when zoom-in and out and arrow are used


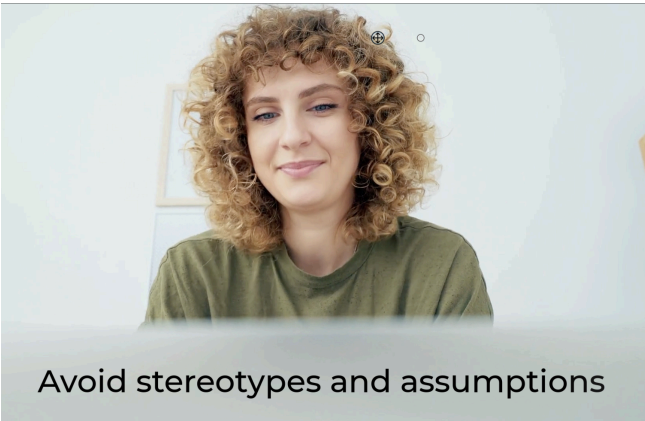
Tutorial fades out



On Screen Text (OST)

Script / Audio

	<p>Here's another tool you can use to improve your writing:</p> <p>Go to your browser and type in "Alex js.com". This is a free open-source tool you can paste your text into that will check for insensitive and offensive language. Once you are on the page, scroll down to the demo box and paste your message into it. Non-inclusive words are highlighted and suggestions are given at the bottom of your text for each word that has been highlighted.</p>
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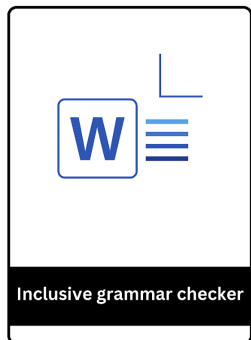
Scene # 12 - Review	
Thumbnail	FX / Action / Animation / Media / B-Roll
 	<p>Fade in on a video of a person typing on their laptop</p> <p>The "Three steps to consider" fade in and out - one after the other - on the bottom center of the slide</p> <p>Video fades out and image of "Inclusiveness checkers" fade in</p> <p>Green check marks appear on each icon timed with audio</p> <p>Image fades out</p>



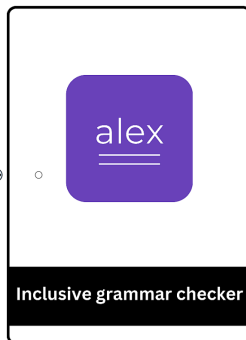
Use gender-neutral language



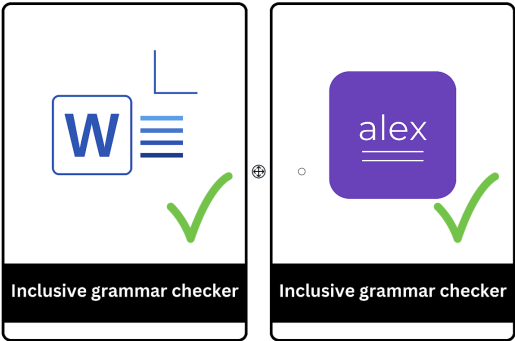
Be mindful of culturally diverse references



Inclusive grammar checker



Inclusive grammar checker

	
On Screen Text (OST)	Script / Audio
<p>[Centered, fade in and out, 80 pt]</p> <p>Avoid stereotypes and assumptions</p> <p>Use gender-neutral language</p> <p>Be mindful of culturally diverse references</p>	<p>Let's take a moment to review all the tips you've been given.</p> <p>When writing your email, avoid stereotypes and assumptions. Use gender neutral language and be mindful of culturally diverse references. Also, take advantage of adding the Inclusive Grammar checker to your word document and head over to Alex.js.com for a quick and thorough evaluation of your text.</p> <p>Consider these steps and tools before writing your next company email.</p>

Scene # 13 - Conclusion	
Thumbnail	FX / Action / Animation / Media / B-Roll



Three videos fade in and out of colleagues talking to one another approximately 4-6 seconds each



On Screen Text (OST)

Script / Audio

	<p>Remember, inclusivity is an ongoing journey we take together. Let's strive to amplify diverse voices, eliminate discriminatory phrases, and create a kinder, more inclusive workplace.</p>
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