



PR and Media guidance for the Enable Role Model List sponsored by Dow.

Congratulations on being featured in our Enable Role Model List sponsored by Dow! We're delighted to see you feature in our first ever List in partnership with Dow that spotlights leaders in business who are driving inclusion for disability, neurodiversity and mental health in the workplace. This group of 50 amazing, global Role Models represent multiple industries and sectors and bring with them a diverse range of expertise, accolades and lived experiences that we cannot wait to celebrate.

We know you and your organization is ready to spread the good news, and we'd love you to do so too! This document gives you some guidance to make that easier.

The golden rule is that this feature list remains 100% confidential and under embargo until it is officially released on **Tuesday 3 December 06:01am GMT / 00:01am EST.**

PRESS RELEASES

1. What is INvolve doing to promote the List?

We will be publishing the full List online on **Tuesday 3 December**. We ask that you do not publish your inclusion in the List until **Tuesday 3 December 06:01am GMT / 00:01am EST**. We will focus on global and national, broadcast and tier-one business trade publications to promote the lists.

We activate a huge amount of activity on social media across our own social media channels, primarily LinkedIn and Instagram and we do encourage you to share your inclusion on social media, tag us in so we can amplify your inclusion, and get involved in celebrating other Listers who are featuring this year too.

2. Can I contact the media directly?

Yes, absolutely! If you have strong contacts with your own 'vertical' trade media, then we would love you to approach them and tell them about your inclusion on the day this List is published. Please let us know about any coverage you generate, as it is helpful for us to know the overall reach and we'd love to shout about your news on our channels too.

Please note, you may contact the media directly about the List ahead of the launch date, however the embargo still applies, and the List must remain confidential until **Tuesday 3 December 06:01am GMT / 00:01am EST**.

3. When can I release my own press release?

Any time after Tuesday 3 December 06:01am GMT / 00:01am EST.

4. Do I need to get my press release approved?

No – it's your press release and you have control over this. It is helpful for us to see press releases for information (please email neha.vyas@involvepeople.org if you would like to share your press release with us) but we do not need to sign these off.

5. How should I refer to the List?

When referring to the list, the correct wording is as follows:

- Enable Role Model List sponsored by Dow

On launch day, our website will include the full list here: <https://bit.ly/3YOhT8A>

Please note that the website is currently in development and your profile on the website will not be able to view until launch day.

If you would like to include a quote from INvolve and Dow in your press release, please use the following statements:

Founder & CEO of INvolve, Suki Sandhu OBE, says, "I am so excited to unveil INvolve's Enable Role Model List sponsored by Dow. This List showcases 50 exceptional, global role models in business, who are going above and beyond to drive inclusion within the disability, neurodiversity and mental health spaces. It's so vital to have trailblazing role models who we can all look towards for inspiration and guidance, and this year's Role Models are working hard to dismantle barriers that impede progression and equality within business and beyond.

Our Enable Role Models provide valuable insights and tools gained from their vast personal and professional experiences that business leaders across the world can use when implementing their own ambitious goals for change."

"More than one billion people around the world live with a disability. It is a part of the human experience. Disability traverses age, ethnicity, gender, race, sexual orientation, socioeconomic status, and religion," said Louis Vega, president of Dow North America and vice president of Government Affairs and Advocacy at Dow. "At Dow, we recognize that team members with disabilities drive value and propel our company forward. Their contributions and diverse perspective enable the innovative thinking we need to create tomorrow's solutions. We work to ensure that individuals of every ability thrive and contribute to our collective progress. Disability inclusion is not just a policy; it's a vital part of who we are and how we operate."

SOCIAL MEDIA

6. Can I post on social media?

Yes, absolutely! Please feel free to join your fellow Role Models to shout about your success on social media. Below are suggested posts that you can use across various channels. Please feel free to tweak them, though it would be great if you could use the following hashtag in all posts: **#ENRoleModels24**

Remember, please don't post on social media until after the embargo has lifted on **Tuesday 3 December 6:01am GMT / 00:01am EST.**

Instagram

Please tag INvolve and Dow in your Instagram post as follows:

[INvolve](#) / @involve.people

[Dow](#) / @dow_official

Please use this link to the List for Instagram bios: <https://bit.ly/4hlniGG>

On launch day – from company's account.

We are so proud to see (Insert Employee) featured in the 2024 Enable Role Model List sponsored by @dow_official. This List by @involve.people shines a spotlight on 50 exceptional Role Models in business who are driving the charge for inclusion within the disability, mental health and neurodiversity spaces. The work that these Role Models do forges a path for progress that is critical and we are thrilled to see (insert employee) recognized for their amazing achievements.

View the full List via the link in our bio.

#ENRoleModels24

On launch day – from lister’s account.

So proud to be featured in @involve.people’s Enable Role Model List sponsored by @Dow_official! This global list features 50 Role Models from across the globe who are creating workplaces where everyone can succeed.

It’s crucial that business invest in inclusion for people with disabilities, neurodivergent colleagues and those with mental health challenges and I’m honored to be able to use this space to share best practice, insights and my own personal journey too.

View the full List via the link in my bio!

#ENRoleModels24

LinkedIn and Facebook.

Please tag our company profiles as follows:

INvolve:

LinkedIn: [INvolve – The Inclusion People.](#) / @involvepeople

Facebook: [INvolve People.](#) / @involvepeople

Dow

LinkedIn: [Dow](#) / @dow-chemical

Facebook: [Dow](#) / @dow

From your organization’s page:

We are so proud to see (Insert Employee) featured in the 2024 Enable Role Model List sponsored by @Dow. This List by @INvolve – The Inclusion People shines a

spotlight on 50 exceptional Role Models in business who are driving the charge for inclusion within the disability, mental health and neurodiversity spaces.

The work that these Role Models do forges a path for progress that is critical and we are thrilled to see (insert employee) recognized for their amazing achievements.

View the full List here: <https://bit.ly/3YOhT8A>

#ENRoleModels24

From lister's personal page:

So proud to be featured in @INvolve – The Inclusion People's Enable Role Model List sponsored by @Dow! This global list features 50 Role Models from across the globe who are creating workplaces where everyone can succeed.

It's crucial that business invest in inclusion for people with disabilities, neurodivergent colleagues and those with mental health challenges and I'm honored to be able to use this space to share best practice, insights and my own personal journey too.

View the full List here: <https://bit.ly/3YOhT8A>

#ENRoleModels24

YouTube

We are keen to amplify the work being done by Role Models through impactful and innovative video content. We'd love for both Role Models and companies alike to create short videos to celebrate their inclusion in the Enable Role Model List.

We will be using YouTube Shorts to spotlight this year's Enable Role Models on our YouTube channel. YouTube Shorts are short, snappy and vertical videos for YouTube that are no longer than 60 secs in length. Linked [here](#) and [here](#) are some examples

of YouTube Shorts created by Role Models for our Outstanding, Empower and Heroes Role Model Lists.

Some ideas for your YouTube Short celebrating your inclusion in the Enable Role Model List include:

1. Your response to being selected as an Enable Role Model
2. Your advice to allies on driving inclusion for employees with disabilities, neurodivergent employees or those with mental health challenges
3. One piece of career advice you have for allies in business to ignite change
4. A piece of advice you were given that you've found valuable and want to use this space to share with others

If you'd like to submit a video for our channel, please do so by no later than **Friday 29 November midday / 12pm GMT** to marketing@involvepeople.org.

Please note that if you send in a YouTube Short after noon / 12pm Friday 29 November we cannot guarantee that it will be uploaded and ready for you to share on Enable List launch day Tuesday 3 December.

Guidelines for creating a YouTube Short are as follows:

- Videos must be no more than 50 seconds long. Your videos will be presented as a YouTube Short and therefore **must** abide by the time limit. Aim for a short and punchy video in order for your video to qualify as a YouTube Short.
- Videos must be filmed in portrait / vertically. This is to ensure that your video is supported by YouTube Shorts.
- No prior editing. Please refrain from editing your video. We will add a title card and YouTube will automatically add subtitles for accessibility purposes.

Managing Trolls / Negative Responses

Role Models who publicise their appearance on our Lists receive widespread praise and congratulations. However, in the unlikely event that you see a negative reaction

(e.g. sustained trolling on social media) we and our PR team are available to help support and advise you. If you experience a reaction that upsets you and which you feel needs to be addressed please do get in touch and screenshot any of the responses so we can help by emailing us at rolemodels@involvepeople.org.

Imagery

We have created a template headshot graphic that you can customize for release on launch day. Please share the PSD file with your comms teams that is directly downloadable from the media kit resources page [here](#), so that they can support you creating the best graphic for launch day.

