



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

Congratulations on being featured in our Enable Role Model Lists sponsored by Dow! We're delighted to see you feature in our Lists in partnership with Dow that spotlights leaders in business who are driving inclusion for disability, neurodivergence 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 are also pleased to launch an Enable Advocates List, spotlighting individuals who may not have personal experiences of disability, neurodivergence or mental health but those who are nonetheless making significant contributions as committed allies.

We know you and your organization are 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 the lists remain **100% confidential** until they are officially released on **Wednesday 3 December 06:01am GMT / 01:01am ET**, so please don't mention anything on social media before then.

## PRESS RELEASES

### 1. What is INvolve doing to promote these Lists?

We will be publishing the full Lists online on **Wednesday 3 December**. We ask that you do not publish your inclusion in the Lists until **Wednesday 3 December 06:01am GMT / 01:01am EST**.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 Lists are 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 Lists ahead of the launch date, however the embargo still applies, and the Lists must remain confidential until **Wednesday 3 December 06:01am GMT / 01:01am EST**.

### 3. When can I release my own press release?

Any time after Wednesday 3 December 06:01am GMT / 01:01am 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, but we don't expect to sign them off. Please email [rolemodels@involvepeople.org](mailto:rolemodels@involvepeople.org) if you'd like to share a copy of your press release with us.

## 5. How should I refer to the Lists?

When referring to the Lists, please use the correct wording as follows.

- The Role Model List is called: **Enable Role Model List**.
- The Advocate List is called: **Enable Advocates Role Model List**
- When referring to the whole Lists, please refer to them as the **Enable Role Model Lists supported by Dow**.

On launch day, our website will include the full lists here:

Enable Role Model List: <https://bit.ly/4nRqqSn>

Enable Advocate Role Model List: <https://bit.ly/3K3p9dd>

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

We are happy to provide a quote from our Founder & CEO Suki Sandhu OBE that you can use within your press release if you would like to.

Please use the following:

**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 exceptional, global role models in business, who are going above and beyond to drive inclusion within the disability, neurodivergence 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.*

*I'm also honored to introduce our Enable Advocates List, highlighting allies are using their influence to advance disability, neurodivergence and mental health inclusion across business. "*

## 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: **#ENRoleModels25**

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

#### GRAPHICS TO USE ON SOCIAL MEDIA

We have created some visual graphics to help you share your news with your social media followers and networks.

All images and editable files (psd) can be downloaded [here](#) or see the end of this guide for examples.

#### Instagram

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

[INvolve](#) / @involve.people

[Dow](#) / @dow\_official

Please use these links to the Lists for Instagram bios:

Enable Role Model List: <https://bit.ly/4nRqqSn>

Enable Advocate Role Model List: <https://bit.ly/3K3p9dd>

**From your organization's page: Launch day:**

We are so proud to see (Insert Employee) featured in the 2025 Enable Role Model Lists sponsored by @dow\_official. This Lists by @involve.people shines a spotlight on the Role Models in business who are driving the charge for inclusion within the disability, mental health and neurodivergence 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 Lists via the link in our bio.

#ENRoleModels25

**Enable Role Model Lister: Launch Day**

I'm so proud to be featured in @involve.people's Enable Role Model Lists sponsored by @Dow\_official! These global lists celebrate 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 Lists via the link in my bio!

#ENRoleModels25

**Enable Advocate Role Model Lister: Launch Day:**

I'm so proud to be featured in @involve.people's Enable Advocates List sponsored by @Dow\_official! These global lists celebrate Role Models from across the globe who are creating workplaces where everyone can succeed.

I'm committed to creating environments where every colleague can thrive, and I'm honored to use this platform to amplify best practice, drive meaningful change, and stand alongside the incredible Role Models featured this year.

View the full Lists via the link in my bio!

#ENRoleModels25

### 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: Launch day:

We are so proud to see (Insert Employee) featured in the 2025 Enable Role Model Lists sponsored by @Dow. These global Lists by @INvolve – The Inclusion People shines a spotlight Role Models in business who are driving the charge for inclusion within the disability, mental health and neurodivergence 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 Lists here: \*add relevant link from above here\*

#ENRoleModels25

### **Enable Role Model Lister: Launch Day**

I'm so proud to be featured in @INvolve – The Inclusion People's Enable Role Model Lists sponsored by @Dow! These global lists features 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 Lists here: <https://bit.ly/4nRqqSn>

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### **Enable Advocate Role Model Lister: Launch Day:**

I'm so proud to be featured in @involve.people's Enable Advocates List sponsored by @Dow! These global lists celebrate 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 Lists here: <https://bit.ly/3K3p9dd>

#ENRoleModels25

## 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, neurodivergence 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 **Monday 1 December** and send it across to INvolve's Marketing Team at [marketing@involvepeople.org](mailto:marketing@involvepeople.org). If your file size is too big to attach to an email, please use [WeTransfer](#) to create a link that you can then insert into an email and send across or upload this to a google drive with the appropriate sharing permissions turned on.

Please note that if you send in a YouTube Short after Monday 1 December we cannot guarantee that it will be uploaded and ready for you to share on Enable List launch day Wednesday 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](mailto: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.



enable

# Role Model 2025

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# Advocate Role Model 2025

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Insert  
Photo



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