



ASME Social Media Guide to Support Diversity, Equity, and Inclusion (DEI)

Social media is an important part of our public face as an organization. This guide will help you use social media to spread a message of diversity, equity, and inclusion, and interact with others talking about these topics in our field.

Discussing DEI issues and current events can be tricky on social media, whether you're posting as an organization or as an individual.

- Social media posts about DEI issues can be short. Timeliness can be more important than crafting a lengthy formal statement.
- Before joining a conversation online, take a few minutes to evaluate the tenor of conversation, and consider when and where to weigh in. What is your or your organization's unique perspective? Is it important to share your viewpoint, or would it be better to elevate others' points of view?

Following are some general social media guidelines to promote diversity, equity, and inclusion.

- When publishing photos or profiles of members or volunteers, include diverse representation as part of the selection process. Organizational social media accounts should portray a wide range of people.
- Be aware of the changing terminology of how people and groups identify themselves. Take a moment to research to ensure the terms you use are correct, and that they are well understood on the platform where you are posting.
- Always review posts for any language that could be perceived as biased.
- Accessibility should be a goal with content. Use alt text on images and provide captions or transcripts for videos. Instagram and TikTok have built-in options that will automatically generate captions on video content.

Hashtags: The most popular hashtags aren't specific to engineering—they include broader terms like "STEM" or "tech."

- Some examples: #diversityinstem, #diversityinstemprofessions, #diversityintech, #diversity, #socialgood, #socialimpact, #diversityandinclusion, #diversityandinclusionintheworkplace, #diversityandinclusionintech, #diversityandinclusionmatters
- A couple of more casual options: #strongertogether, #yallmeansyall
- Good for individuals or profiles: #thisiswhatanengineerlookslike, #ilooklikeanengineer
- Common hashtag format: #[group name]in[STEM/tech/etc.]
- You can always search the platform you're using, or a hashtag search tool like [Ritetag](#), to find common tags. Another good way to find hashtags is to check relevant accounts. For instance, for a post about women in engineering, you may want to check SWE's accounts for hashtags they've used recently.

For Personal Accounts

Social media posts can attract an audience much larger than you expect, and an individual point of view can be conflated with that of a company or organization. Keep that in mind while posting on an individual account. It can be helpful to clarify in a post when you are speaking for yourself and when you're speaking as a representative of your employer/organization.

For ASME Accounts

Always be clear that you are representing your unit, not ASME as a whole and be sure your messaging is aligned with ASME's policies.

If you receive comments or complaints about anything related to DEI at ASME, notify the social media team immediately by emailing socialmedia@asme.org.